* * * * * * * * * * * * * * WISN-TV (Milwaukee, WI)

* * * * * * * * *

ELECTRONIC POLITICAL AND ISSUE ADVERTISING PUBLIC INSPECTION FILE CHECKLIST

This checklist must be completed for each federal, state, and local <u>political ad</u> or federal or state <u>issue</u> <u>ad</u> buy. These items must be placed in the station's Public Inspection File as soon as possible after they are available, and they must be maintained in the station's Public Inspection File for 2 years.

| Candic | late/Issue | MATIO | JAL REARL | ICAN SENA | TE COMMI | TEE |
|--------|--|--------------|---------------|---------------------------------|----------|---------|
| candid | Dates (if one folder is used per ate, a separate checklist must be sted for each flight) | 10/3/ | 1/12 - 11/6/ | 12 | Initials | |
| 1. | Executed Political/Issue Advertising
Agreement (BPMHL-P3 or NAB PB-1 | 7) | Date: | 1/9/13 | la | |
| 2. | Original contract showing requested time (when available) | | Date: | 8/20/12 | <u>_</u> | |
| 3. | Updated contracts as order changes. | | Date: | 10/29/12 | <u> </u> | spe de |
| 4. | Invoice of schedule as actually broadcar
including amount of rebates given (exact
date, time, class of time and amount
for each rebate), if any | | Date: | 10/10/12
11/11/12
11/2/13 | E M | ofic se |
| | | | Checklist Com | pleted: | | |
| | | By:
Date: | | | | |

AGREEMENT FORM FOR NON-CANDIDATE/ISSUE ADVERTISEMENTS

| Station and Location: Date: | | | | | | |
|--------------------------------------|--------------------------------|----------------------------|--------------------------|--------------------------|--------------------|--|
| Ü | WISH MILWAUKEE | | | | | |
| I,do hereby reque | est station time con | cerning the folk | owing issue: | | | |
| Broadcast | Time of Day,
Rotation or | Days | Class | Times per | Number | |
| Length | Package | Days | Class | Week | of Weeks | |
| | Olient | ded 1 | rot pre | n'Le | | |
| Total Charg | | | | | | |
| This broadcast time will be used by: | | | | | | |
| Does the p
message re | rogramming (
elating to any | (in whole o
political n | r in part) on atter of n | communica
ational imp | te "a
ortance?" | |
| | □ Yes | | , | \square No | | |

| importance," list the na | "communicates a message
ame of the legally qualified
and the date(s) of the election | l candidate(s) the progra | |
|--|--|--|-----------------------|
| | | | |
| | communicates a message reed Upon Schedule (Page | | matter of national |
| I represent that the pay | ment for the above describ | ed broadcast time has be | een furnished by: |
| | | | |
| - | to announce the time as pa
if other than an individua | 2 | entity. The entity |
| a corporation; | a committee; an ass | ociation; \square or other | unincorporated group. |
| | addresses of the chief exenamed below (may be attached) | _ | s, and/or authorized |
| THIS STATION DOES I | | | INATION ON THE BASIS |
| I agree to indemnify and he reasonable attorney's fees, advertisement(s). For the transcript, or tape, which before the time of the school | that may ensue from the babove-stated broadcast(s
will be delivered to the s | proadcast of the above-res), I also agree to prepa | equested |
| ТО В | E SIGNED BY IS: | SUE ADVERTIS | EER |
| Date | Signature | Contac | ct Phone Number |
| TO BE | SIGNED BY STA | TION REPRESE | NTATIVE |
| Accepted | Accep | oted in Part | Rejected |
| Signature | Pri | nted Name | Title |

CONTRACT



WISN TV 759 N. 19th Street Milwaukee, WI 53233 (414)342-8812

And:

Strategic Media - DC 3299 K St NW Suite 200 Washington, DC 20007

| | Contract / Re | vision | Alt | Order # | : |
|-------------------------|---------------|--|---------|------------|----------------|
| | 902207 | 1 | 06 | 112213 | |
| Product | | | | | |
| NRSC | | | | | |
| Contract Dates | Estimate # | | | | |
| 10/31/12 - 11/06/12 | | | | | |
| Advertiser | | | Origin | al Date / | / Revision |
| NRSC National Republica | an Senate Cor | nm | 04/1 | 3/12 | / 05/04/12 |
| | Billing Cycle | Billing | Calend | ar | Cash/Trade |
| | EOM/EOC | Broado | ast | | Cash |
| | Station | Accour | nt Exec | utive | Sales Office |
| | WISN | Will Hil | ldebrar | ndt | HRP -Washingto |
| | Special Hand | ling | | | |
| | Demographic | | | | |
| | Adults 35+ | | | | |
| | | | | | |
| | IDB# | Adverti | iser Co | d <u>e</u> | Product Code |
| | 9912521 | | | | |
| | Agency Ref | <u>. </u> | Ad | vertiser | Ref |
| | | | | | |

| *Line Ch Start Date End Date Description | Start/End Time | Spots/ Days Length Week Rate | Type Spots | Amount |
|---|------------------------------------|------------------------------|------------|------------|
| 1 WISN 10/31/12 11/02/12 News M-F 5a <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> Week: 10/29/12 11/04/12wTF 3 | 5-6A
<u>Rate</u>
\$250.00 | :30 | NM 3 | \$750.00 |
| 2 WISN 11/05/12 11/06/12 News M-F 5a <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> Week: 11/05/12 11/11/12 MT 2 | 5-6A
<u>Rate</u>
\$250.00 | :30 | NM 2 | \$500.00 |
| 3 WISN 10/31/12 11/02/12 News M-F 6a <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> Week: 10/29/12 11/04/12wTF 3 | 6-7A
<u>Rate</u>
\$500.00 | :30 | NM 3 | \$1,500.00 |
| 4 WISN 11/05/12 11/06/12 News M-F 6a Start Date End Date Weekdays Spots/Week Week: 11/05/12 11/11/12 MT 4 | 6-7A
<u>Rate</u>
\$500.00 | :30 | NM 4 | \$2,000.00 |
| 5 WISN 10/31/12 11/02/12 Good Morning America <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> Week: 10/29/12 11/04/12wTF 3 | 7-9a
<u>Rate</u>
\$500.00 | :30 | NM 3 | \$1,500.00 |
| 6 WISN 11/05/12 11/06/12 Good Morning America <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> Week: 11/05/12 11/11/12 MT 4 | 7-9a
<u>Rate</u>
\$500.00 | :30 | NM 4 | \$2,000.00 |
| 7 WISN 10/31/12 11/02/12 Good Morning America <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> Week: 10/29/12 11/04/12WTF 3 | 7-9a
<u>Rate</u>
\$300.00 | :30 | NM 3 | \$900.00 |
| 8 WISN 11/05/12 11/06/12 Good Morning America <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> Week: 11/05/12 11/11/12 MT 2 | 7-9a
<u>Rate</u>
\$300.00 | :30 | NM 2 | \$600.00 |
| 9 WISN 10/31/12 11/02/12 The View <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> Week: 10/29/12 11/04/12wTF 3 | 10-11am
<u>Rate</u>
\$300.00 | :30 | NM 3 | \$900.00 |
| 10 WISN 11/05/12 11/06/12 The View Start Date End Date Weekdays Spots/Week Week: 11/05/12 11/11/12 MT 2 | 10-11am
<u>Rate</u>
\$300.00 | :30 | NM 2 | \$600.00 |
| 11 WISN 10/31/12 11/02/12 THE CHEW | 12P-1P | :30 | NM 3 | \$600.00 |

(* Line Transactions: N = New, E = Edited, D = Deleted)



| | Contract / Revision
902207 / | Alt Order #
06112213 |
|---------------------------------------|---------------------------------|--------------------------|
| Contract Dates
10/31/12 - 11/06/12 | Product
NRSC | Estimate # |
| Advertiser | | Original Date / Revision |
| NRSC National Repub | lica | 04/13/12 / 05/04/12 |

Spots/ *Line Ch Start Date End Date Description Start/End Time Days Length Week Rate Type Spots Amount Start Date **End Date** Weekdays Spots/Week Rate Week: 10/29/12 11/04/12 --WTF--3 \$200.00 12 WISN 11/05/12 11/05/12 THE CHEW 12P-1P :30 NM \$200.00 Start Date End Date Spots/Week Weekdays Rate Week: 11/05/12 11/11/12 \$200.00 1 WISN 10/31/12 11/02/12 3-4p 3-4p :30 NM 3 \$1,500.00 Start Date **End Date** Weekdays 1 4 1 Spots/Week Rate Week: 10/29/12 11/04/12 \$500.00 --WTF--3 3-4p 3-4p WISN 11/05/12 11/05/12 :30 NM \$500.00 Start Date **End Date** Weekdays 1 4 1 Spots/Week Rate Week: 11/05/12 11/11/12 1 \$500.00 15 WISN 10/31/12 11/02/12 DR. OZ 4P-5P :30 NM 3 \$1,650.00 End Date Start Date Weekdays Spots/Week Rate Week: 10/29/12 11/04/12 --WTF--3 \$550.00 16 WISN 11/05/12 11/05/12 DR. OZ 4P-5P :30 NM \$550.00 Start Date End Date Weekdays 4 1 Spots/Week Rate Week: 11/05/12 11/11/12 \$550,00 1 17 WISN 10/31/12 5-530pm 11/02/12 News M-F 5p :30 NM 3 \$2,550.00 Start Date End Date Spots/Week <u>Weekdays</u> Rate Week: 10/29/12 11/04/12 --WTF--3 \$850.00 18 WISN 11/05/12 News M-F 5p 11/05/12 5-530pm :30 NM \$850.00 Weekdays Start Date **End Date** Spots/Week Rate Week: 11/05/12 11/11/12 1 \$850.00 19 WISN 10/31/12 11/02/12 News M-F 6p 6-630pm :30 NM 3 \$3,000.00 Start Date **End Date** Weekdays Spots/Week Rate Week: 10/29/12 11/04/12 --WTF--\$1,000.00 WISN 11/05/12 11/05/12 News M-F 6p 6-630pm :30 NM \$1,000.00 Start Date **End Date** <u>Weekdays</u> Spots/Week Rate Week: 11/05/12 11/11/12 \$1,000.00 WISN 10/31/12 11/02/12 **Entertainment Tonigh** 630p-7pm :30 NM 3 \$2,400.00 Start Date **End Date** Weekdays Spots/Week Rate Week: 10/29/12 11/04/12 \$800.00 --WTF--3 22 WISN 11/05/12 11/05/12 **Entertainment Tonigh** 630p-7pm :30 NM \$800.00 Start Date End Date **Weekdays** Spots/Week Rate Week: 11/05/12 11/11/12 \$800.00 1 WISN 10/31/12 11/02/12 Late News 10PM LTC 10-1030p :30 NM 2 \$3,000.00 Start Date **End Date** <u>Weekdays</u> Spots/Week Rate Week: 10/29/12 11/04/12 \$1,500.00 WISN 11/01/12 11/01/12 Late News 1030PM LTC 1030p-11p :30 NM \$850.00 Start Date **End Date** Weekdays Spots/Week Rate Week: 10/29/12 11/04/12 \$850.00 ___1__ 1 WISN 11/05/12 Late News 1030PM LTC 1030p-11p 11/05/12 :30 NM \$850.00 Start Date End Date Weekdays Spots/Week Rate Week: 11/05/12 11/11/12 1 \$850.00 WISN 11/05/12 11/05/12 **DWTS** Prime Other :30 NM \$5,000.00 Start Date **End Date Weekdays** Spots/Week Rate Week: 11/05/12 11/11/12 1 \$5,000.00 27 WISN 11/05/12 11/05/12 CASTLE Mon 9-10p NM :30 \$3,500.00 Start Date End Date <u>Weekdays</u> Spots/Week Rate

(* Line Transactions: N = New, E = Edited, D = Deleted)

Notwithstanding to whom bills are rendered, advertiser, agency and service, jointly and severally, shall remain obligated to pay to station the amount of any bills rendered by station within the time specified and until payment in full is received by station. Payment by advertiser to agency or to service or payment by agency to service, shall not constitute payment to station. Station will not be bound by conditions, printed or otherwise, on contracts, insertion orders, copy instructions or any correspondence when such conflict with the above terms and conditions. Four weeks advance cancellation notice is required unless otherwise specified.

Hearst television inc, does not discriminate in the sale of advertising time, and will accept no advertising which is placed with an intent to discriminate on the basis of race or ethnicity. Advertiser hereby represents and warrants that it is not purchasing broadcast air time under this advertising sales contract for a discriminatory purpose, including but not limited to decisions not to place advertising on particular stations on the basis of race or ethnicity.

04/13/12 / 05/04/12

| | Contract / Revision
902207 / | Alt Order #
06112213 | | |
|---------------------------------------|---------------------------------|-------------------------|--|--|
| Contract Dates
10/31/12 - 11/06/12 | Product
NRSC | Estimate # | | |
| Advertiser | 10 | riginal Date / Revision | | |

| *Line Ch Start Date End Date Description | Start/End Time | Spots/ Days Length Week Rate | Type Spots | Amount |
|--|---------------------------|------------------------------|------------|---|
| <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u>
Week: 11/05/12 11/11/12 1 1 | <u>Rate</u>
\$3,500.00 | | | Allocate |
| 28 WISN 10/31/12 10/31/12 REVENGE | Wed 9-10p | :30 | NM 1 | \$2,800.00 |
| Start Date End Date Weekdays Spots/Week Week: 10/29/12 11/04/12 1 1 | <u>Rate</u>
\$2,800.00 | | | 42,000.00 |
| 29 WISN 11/03/12 11/03/12 Sat GMA | 6-7a | :30 | NM 1 | \$500.00 |
| Start Date End Date Weekdays Spots/Week Week: 10/29/12 11/04/12 1- 1 | <u>Rate</u>
\$500.00 | | | |
| 30 WISN 11/03/12 11/03/12 News Sat 7-9a | 7-9am | :30 | NM 1 | \$350.00 |
| Start Date End Date Weekdays Spots/Week Week: 10/29/12 11/04/12 1- 1 | <u>Rate</u>
\$350.00 | | | |
| 31 WISN 11/03/12 11/03/12 CHRIS MATTHEWS 5-530 | 5a-530p | :30 | NM 1 | \$500.00 |
| Start Date End Date Weekdays Spots/Week Week: 10/29/12 11/04/12 1- 1 | <u>Rate</u>
\$500.00 | | | |
| 32 WISN 11/03/12 11/03/12 News Sa 6p-7p | 6-7PM | :30 | NM 1 | \$550.00 |
| Start Date End Date Weekdays Spots/Week Week: 10/29/12 11/04/12 1- 1 | <u>Rate</u>
\$550.00 | | | |
| 33 WISN 11/04/12 11/04/12 Sun GMA | 6-7a | :30 | NM 1 | \$400.00 |
| Start Date End Date Weekdays Spots/Week Week: 10/29/12 11/04/12 1 1 | <u>Rate</u>
\$400.00 | | | , , , , , , |
| 34 WISN 11/04/12 11/04/12 News Sun 7-9a | 7-9am | :30 | NM 1 | \$300.00 |
| Start Date End Date Weekdays Spots/Week Week: 10/29/12 11/04/12 1 1 | <u>Rate</u>
\$300.00 | | | |
| 35 WISN 11/04/12 11/04/12 Sun 9-930A | 9-930A | :30 | NM 1 | \$300.00 |
| Start Date End Date Weekdays Spots/Week Week: 10/29/12 11/04/12 1 1 | <u>Rate</u>
\$300.00 | | | |
| 36 WISN 11/04/12 11/04/12 This Week With Georg | 930-1030am | :30 | NM 1 | \$850,00 |
| Start Date End Date Weekdays Spots/Week Week: 10/29/12 11/04/12 1 1 | <u>Rate</u>
\$850.00 | | | |
| 37 WISN 11/03/12 11/03/12 College Football Gam | 230р-6р | :30 | NM 1 | \$1,000.00 |
| Start Date End Date Weekdays Spots/Week Week: 10/29/12 11/04/12 1- 1 | <u>Rate</u>
\$1,000.00 | | | |
| 38 WISN 11/04/12 11/04/12 News Sun 530pm | 530-6p | :30 | NM 1 | \$500.00 |
| Start Date End Date Weekdays Spots/Week Week: 10/29/12 11/04/12 1 1 | <u>Rate</u>
\$500.00 | | | |
| 39 WISN 11/04/12 11/04/12 ELECTION SPECIAL | Sun 6-7p | :30 | NM 1 | \$1,200.00 |
| Start Date End Date Weekdays Spots/Week Week: 10/29/12 11/04/12 1 1 | <u>Rate</u>
\$1,200.00 | | | ,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,, |
| 40 WISN 11/04/12 11/04/12 Late News 10pm LTC | 10p-1030p | :30 | NM 1 | \$1,500.00 |
| Start Date End Date Weekdays Spots/Week Week: 10/29/12 11/04/12 1 1 | <u>Rate</u>
\$1,500.00 | | | . ,===== |
| 41 WISN 11/04/12 11/04/12 Late News SU 1030PM | 1030p-11p | :30 | NM 1 | \$850.00 |
| Start Date End Date Weekdays Spots/Week Week: 10/29/12 11/04/12 1 1 | <u>Rate</u>
\$850.00 | | | |
| | | Totals | 73 | \$51,650.00 |

NRSC National Republica



| | Contract / Revision
902207 / | Alt Order #
06112213 |
|---------------------|---------------------------------|-------------------------|
| Contract Dates | Product | Estimate # |
| 10/31/12 - 11/06/12 | NRSC | |
| Advertiser | <u>O</u> i | riginal Date / Revision |
| NRSC National Repub | lica | 04/13/12 / 05/04/12 |

| Time Period | # of Spots | Gross Amount | Net Amount |
|--------------------|------------|--------------|-------------|
| 10/29/12 -11/06/12 | 73 | \$51,650.00 | \$43,902.50 |
| Totals | 73 | \$51,650.00 | \$43,902.50 |

| Signature: | | Date: | |
|------------|------|-------|--|
| |
 | | |

TERMS AND STANDARD CONDITIONS FOR PURCHASE OF BROADCAST ADVERTISING

The person, firm or other business entity ("Agency") contracting to purchase broadcast advertising time on behalf of the advertiser named on the face of this contract ("Advertiser") and the station accepting this contract ("Station") hereby agree that this contract shall be governed by the following conditions and terms:

1. **BILLING AND PAYMENTS**

Station will, from time to time at intervals following broadcasts hereunder, bill Agency on behalf of Advertiser at address on the face hereof. Agency shall pay Station thereon at address on bill on or before the 15th day of each month following that in which broadcast occurred or on such other date as may be specified in the invoice.

(b) Except where this contract is made directly with the Advertiser described on the face of this contract, it is understood that Agency makes this contract both for itself and as agent for the Advertiser and that Agency agrees, on behalf of the Advertiser and of itself, that Agency and Advertiser are and shall be jointly and severally liable for all payments to be made by agency to Station and for all obligations undertaken to be performed by Agency.

TERMINATION

- (a) Unless otherwise specified on the face hereof, either party may terminate this contract, without cause, upon giving the other party at least 28 days prior notice provided that, if notice is given by Agency, termination shall not be effective until after two (2) weeks of broadcasting hereunder. If Agency so terminates this contract, it Unless otherwise specified on the face hereof, either party may terminate this contract, without cause, upon giving the other party at least 28 days shall pay Station at the earned rate for all broadcasts pursuant to this contract through the effective date of termination.
- (b) Station may, upon notice to Agency, terminate this contract at any time; (i) upon material breach by Agency; (ii) if Station fails to receive timely payment on billing; or (iii) if Advertiser's or Agency's credit is, in Station's reasonable opinion, impaired. Upon such termination, all unpaid accrued charges hereunder shall immediately become due and payable. The Agency's only liability shall be to pay for telecasts completed hereunder prior to cancellation by Station.
- (c) Agency may, upon notice to Station, terminate this contract at any time upon material breach by Station. Upon such termination, the Station's only liability shall be to pay as liquidated damages a sum equal to the lesser of the following: (i) the actual noncancellable out-of-pocket costs necessarily incurred by Agency in performance of this contract through date of such termination, or (ii) the total which would be due to Station hereunder if, on the date on which Agency gives notice of cancellation, Station had given notice of termination pursuant to Paragraph 2(a) effective at the earliest date permitted thereunder.
- Neither party shall have any liability to the other upon termination pursuant to this Paragraph 2, except as provided in this Paragraph 2 and Paragraph 7.

3. **OMISSION OF BROADCAST**

If, as a result of an act of God, force majeure, public emergency, labor dispute, restriction imposed by law or governmental order, mechanical breakdown, or where necessary to enable the Station to comply with the Communications Act of 1934, as amended, to satisfy the "reasonable access" and/or "equal opportunity" requirements for certain political candidates, or any other similar or dissimilar cause beyond the Station's reasonable control, Station falls to broadcast any or all of the announcement(s) or programs to be broadcast hereunder, Station shall not be in breach hereof, but Agency shall be entitled to an adjustment as follows: (i) if no part of a scheduled broadcast is made, a later broadcast shall be made at a reasonably satisfactory substitute date and time, and if no such time is available, the time charges allocable to the omitted broadcast shall be waived; (ii) if a material part, but not all, of a scheduled broadcast is omitted, a later broadcast shall be made at a reasonable substitute date and time, and Agency shall continue to pay full charge. The foregoing shall not deprive Agency of the benefit of any discounts which it would have earned hereunder if the broadcast had been made in its entirety.

4. **PREEMPTIONS**

Station shall have the right to cancel any broadcast or portion thereof covered by this contract in order to broadcast any program or event which, in the Station's sole discretion, it deems to be of greater public interest or significance. Station may also recapture time previously sold when necessary to comply with its obligations to make available "reasonable access" and/or "equal opportunities" to certain political candidates under the Communications Act of 1934, as amended. Station will notify Agency of such cancellation as promptly as reasonably possible, if the parties cannot agree upon a satisfactory substitute date and time, the broadcast so preempted shall be deemed canceled without affecting the rate, discounts or rights provided under this contract, except that Agency will not have to pay Station any charges allocable to the canceled broadcast.

5. **FIXED RATE PURCHASES**

Notwithstanding the provisions of Paragraphs 3 and 4 above, unless the omitted or preempted announcement was purchased as a single buy or at a fixed (i.e., not a preemptible) rate, and it is so indicated on the face of this contract, Station may preempt at its sole discretion for any reason. In the event of preemption or omission, unless otherwise agreed to by Station, Agency shall continue to pay the full charge (no credit or refund will be given) but Agency shall be accorded another announcement at a reasonably satisfactory substitute date and time, at no additional charge therefor.

6. AGENCY MATERIAL

All commercial materials (if so specified on the face of this contract, all program materials, including talent) shall be furnished by Agency and delivered to Station at Agency's sole cost and expense. Agency shall deliver all materials not less than 48 hours (exclusive of Saturdays, Sundays and holidays) in advance of broadcast. All materials furnished by Agency (i) shall not be contrary to the public interest, (ii) shall conform to the Station's then existing program and operating policies and quality standards, and (iii) are subject to Station's prior approval and continuing right to reject or to cause Agency to edit such materials. Station will not be liable for loss or damage to Agency's material or, even if accepted by Station, for communications from others.

If Agency requests within 30 days of last broadcast hereunder, Station will, at Agency's expense, return Agency material to Agency. If Agency does not so request, Station has the right to dispose of all Agency material any time after 60 days following the last broadcast hereunder.

INDEMNIFICATION 7.

Agency and Advertiser will jointly and severally indemnify and hold harmless Station from and against all claims, demands, debts, obligations or charges (including reasonable attorney fees and disbursements) which arise out of or result from the broadcast, preparation for broadcast or contemplated broadcast of materials furnished by or on behalf of Agency and/or Advertiser or furnished by Station at Agency's request for use in connection with Agency's or Advertiser's commercial material, and Station will similarly indemnify and hold harmless Agency and Advertiser with respect to all materials furnished by Station. The indemnitee shall promptly notify and cooperate with the indemnitor with respect to any claim. The provisions of this paragraph shall survive the termination or expiration of this contract.

8. **CONSEQUENTIAL DAMAGES**

Agency and Station hereby agree that consequential damages resulting from any breach of this contract, pursuant to Paragraph 2, or any omission of broadcast, pursuant to Paragraph 3, or any preemption of broadcast, pursuant to Paragraph 4, are speculative and neither Agency not Station shall be held liable for any consequential damages incurred. This consequential damage exclusion provision is an allocation of risk separate and apart from provisions specifying or limiting either Agency's or Station's remedies for breach.

9. **GENERAL**

Station will broadcast the announcements and programs covered by this contract on the dates and at the approximate hourly times provided on the

face hereof.

| (b) The Station shall exercise normal precautions in handling of p materials and other property furnished by the Agency in connection with broadcasts hereunder. T connection with broadcasts except after its prior approval. | property and mail, but assumes no liability for loss or damage to program or commercial
The Station will not accept or process mail, correspondence, or telephone calls in |
|--|---|
|--|---|

- (c) Agency is acting as agent for a disclosed principal (i.e., the Advertiser named on the face hereof) and Agency will act as agent for making payment on all billings hereunder. However, Agency shall be primarily liable for the Advertiser's payment of sums due hereunder and Station shall look initially to Agency for the payment thereof unless and until Agency fails to timely remit payment or becomes insolvent. Advertiser shall be liable to Station and not to agency on all unpaid billings for services rendered by Station hereunder (excluding advertising agency commissions), but only to the extent that Advertiser has not theretofore made payment to the Agency thereon (i) while knowing that Agency has entered into an agreement or arrangement purporting to assign or pledge to a third party monies which may be or become payable by Advertiser or Agency, or that Agency was in danger of becoming insolvent; or (ii) after receiving notice (together with a current statement of account) from Station that Agency is seriously delinquent under this or any other advertising agreement(s) between Station and Agency be failing to make payment on billings within 45 days after the end of the month in which service is provided thereunder. Nothing herein contained relating to the payment of billings by Agency shall be construed so as to relieve Advertiser of, or diminish Advertiser's liability for breach of its obligations hereunder. If this contract is with a media buying service, all references herein to Agency shall apply to Advertiser except that in such case no commission will be allowed.
- (d) Agency shall not assign this contract except to another agency which succeeds to its business of representing Advertiser and provided such other agency assumes all its obligations hereunder. Advertiser may, upon notice to Station, change its agency and only the successor agency shall be entitled to commissions, if any, on the face hereof.
- (e) This contract contains the entire understanding between the parties, cannot be changed or terminated orally, and shall be construed in accordance with the laws of the State of New York, and with the Communications Act of 1934, as amended, and with the rules and regulations of the FCC issued pursuant thereto. When there is any inconsistency between these standard conditions and a provision on the face hereof, the latter shall govern. Failure of either party to enforce any of the provisions hereof shall not be construed as a general relinquishment or waiver of that or any other provision. All notices hereunder (except for notices under Paragraph 4) shall be in writing, given only by prepaid telegram or mail, addressed to the other party at the address on the face hereof, and shall be deemed given on the date of dispatch.

[For additional information relating to political advertising, Agencies and Advertisers are encouraged to request a copy of the Station's current political advertising disclosure statement.]

CONTRACT

Contract Agreement Between:

WISN TV 759 N. 19th Street Milwaukee, WI 53233 (414)342-8812

And:

Strategic Media - DC 3299 K St NW Suite 200 Washington, DC 20007

| | Contract / Re | <u>vision</u> | <u> A</u> | lt Order# | |
|-------------------------|--------------------|---------------|--------------|------------|----------------|
| | 902207 | / 1 | 06 | 6112213 | |
| Product | | | | | |
| IRSC | | | | | |
| Contract Dates | Estimate # | | | | |
| 0/31/12 - 11/06/12 | | | | | |
| <u>Advertiser</u> | | | <u>Origi</u> | nal Date / | Revision |
| NRSC National Republica | an Senate Cor | nm | 10/ | /24/12 | / 10/24/12 |
| | Billing Cycle | Billing | Calen | ıdar | Cash/Trade |
| | EOM/EOC | Broado | cast | | Cash |
| | Station | Accou | nt Exe | cutive | Sales Office |
| | WISN | Will Hi | ldebra | andt | HRP -Washingto |
| | Special Hand | ling | | | |
| - | | | | | |
| | <u>Demographic</u> | | | | |
| | Adults 35+ | | | | |
| | | | | | |
| | | | | | |
| | IDB# | Adverti | iser C | <u>ode</u> | Product Code |
| | 9912521 | | | | |
| | Agency Ref | | A | dvertiser | Ref |
| | | | | | |
| | | | | | |

| *Line Ch Start Date End Date Description | Start/End Time | Spots/ Days Length Week Rate | Type Spots | Amount |
|--|------------------------------------|------------------------------|------------|------------|
| 1 WISN 10/31/12 11/02/12 News M-F 5a <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> Week: 10/29/12 11/04/12wTF 3 | 5-6A
<u>Rate</u>
\$250.00 | :30 | NM 3 | \$750.00 |
| 2 WISN 11/05/12 11/06/12 News M-F 5a <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> Week: 11/05/12 11/11/12 MT 2 | 5-6A
<u>Rate</u>
\$250.00 | :30 | NM 2 | \$500.00 |
| 3 WISN 10/31/12 11/02/12 News M-F 6a <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> Week: 10/29/12 11/04/12wTF 3 | 6-7A
<u>Rate</u>
\$500.00 | :30 | NM 3 | \$1,500.00 |
| 4 WISN 11/05/12 11/06/12 News M-F 6a <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> Week: 11/05/12 11/11/12 MT 4 | 6-7A
<u>Rate</u>
\$500.00 | :30 | NM 4 | \$2,000.00 |
| 5 WISN 10/31/12 11/02/12 Good Morning America Start Date End Date Weekdays Spots/Week Week: 10/29/12 11/04/12WTF 3 | 7-9a
<u>Rate</u>
\$500.00 | :30 | NM 3 | \$1,500.00 |
| 6 WISN 11/05/12 11/06/12 Good Morning America <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> Week: 11/05/12 11/11/12 мт 4 | 7-9a
<u>Rate</u>
\$500.00 | :30 | NM 4 | \$2,000.00 |
| 7 WISN 10/31/12 11/02/12 Good Morning America <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> Week: 10/29/12 11/04/12WTF 3 | 7-9a
<u>Rate</u>
\$300.00 | :30 | NM 3 | \$900.00 |
| 8 WISN 11/05/12 11/06/12 Good Morning America <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> Week: 11/05/12 11/11/12 MT 2 | 7-9a
<u>Rate</u>
\$300.00 | :30 | NM 2 | \$600.00 |
| 9 WISN 10/31/12 11/02/12 The View <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> Week: 10/29/12 11/04/12WTF 3 | 10-11am
<u>Rate</u>
\$300.00 | :30 | NM 3 | \$900.00 |
| 10 WISN 11/05/12 11/06/12 The View <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> Week: 11/05/12 11/11/12 MT 2 | 10-11am
<u>Rate</u>
\$300.00 | :30 | NM 2 | \$600.00 |
| 11 WISN 10/31/12 11/02/12 THE CHEW | 12P-1P | :30 | NM 3 | \$600.00 |

(* Line Transactions: N = New, E = Edited, D = Deleted)



WISN TV 759 N. 19th Street Milwaukee, WI 53233 (414)342-8812

| | Contract / Revision
902207 / 1 | Alt Order #
06112213 | |
|---------------------------------------|-----------------------------------|-------------------------|--|
| Contract Dates
10/31/12 - 11/06/12 | Product
NRSC | Estimate # | |

Advertiser Original Date / Revision NRSC National Republica 10/24/12 / 10/24/12

| *Lina Ch Ctat Data Fast Data Day 1.11 | . | Spots/ | | | |
|--|---------------------------|-----------------------|-------|-------|------------------|
| *Line Ch Start Date End Date Description Start Date End Date Weekdays Spots/Week | Start/End Time | Days Length Week Rate | Туре | Spots | Amount |
| Week: 10/29/12 11/04/12wTF 3 | <u>Rate</u>
\$200.00 | | | | |
| 12 WISN 11/05/12 11/05/12 THE CHEW | 12P-1P | :30 | NM | 1 | \$200.00 |
| Start Date End Date Weekdays Spots/Week Week: 11/05/12 11/11/12 1 1 | <u>Rate</u>
\$200.00 | | | • | Q200.00 |
| 13 WISN 10/31/12 11/02/12 3-4p | 3-4p | :30 | NM | 3 | \$1,500.00 |
| Start Date End Date Weekdays Spots/Week Week: 10/29/12 11/04/12 wTF 3 | <u>Rate</u>
\$500.00 | | | - | 4.1000.00 |
| 14 WISN 11/05/12 11/05/12 3-4p | 3-4p | :30 | NM | 1 | \$500.00 |
| Start Date End Date Weekdays Spots/Week Week: 11/05/12 11/11/12 1 1 | <u>Rate</u>
\$500.00 | | | • | Ψ300.00 |
| 15 WISN 10/31/12 11/02/12 DR. OZ | 4P-5P | :30 | NM | 3 | \$1,650.00 |
| Start Date End Date Weekdays Spots/Week Week: 10/29/12 11/04/12 wTF 3 | <u>Rate</u>
\$550.00 | | | _ | 4.,000.00 |
| 16 WISN 11/05/12 11/05/12 DR. OZ | 4P-5P | :30 | NM | 1 | \$550.00 |
| Start Date End Date Weekdays Spots/Week Week: 11/05/12 11/11/12 1 1 | <u>Rate</u>
\$550.00 | | | • | 4000.00 |
| 17 WISN 10/31/12 11/02/12 News M-F 5p | 5-530pm | :30 | NM | 3 | \$2,550.00 |
| Start Date End Date Weekdays Spots/Week Week: 10/29/12 11/04/12 wTF 3 | <u>Rate</u>
\$850.00 | | | • | 42,000.00 |
| 18 WISN 11/05/12 11/05/12 News M-F 5p | 5-530pm | :30 | NM | 1 | \$850.00 |
| Start Date End Date Weekdays Spots/Week Week: 11/05/12 11/11/12 1 1 | <u>Rate</u>
\$850.00 | | i | • | 4550.00 |
| 19 WISN 10/31/12 11/02/12 News M-F 6p | 6-630pm | :30 | NM | 3 | \$3,000.00 |
| Week: 10/29/12 End Date Weekdays Spots/WeekWTF 3 | <u>Rate</u>
\$1,000.00 | | | _ | 75,030.00 |
| 20 WISN 11/05/12 11/05/12 News M-F 6p | 6-630pm | :30 | NM | 1 | \$1,000.00 |
| Start Date End Date Weekdays Spots/Week Week: 11/05/12 11/11/12 1 1 | <u>Rate</u>
\$1,000.00 | | | • | 41,000.00 |
| 21 WISN 10/31/12 11/02/12 Entertainment Tonigh | 630p-7pm | :30 | NM | 3 | \$2,400.00 |
| Start Date End Date Weekdays Spots/Week Week: 10/29/12 11/04/12 wTF 3 | <u>Rate</u>
\$800.00 | | | - | 42,100.00 |
| 22 WISN 11/05/12 11/05/12 Entertainment Tonigh | 630p-7pm | :30 | NM | 4 | 2222 |
| Start Date End Date Weekdays Spots/Week | <u>Rate</u> | .50 | INIVI | 1 | \$800.00 |
| Week: 11/05/12 11/11/12 1 1 | \$800.00 | | | | |
| 23 WISN 10/31/12 11/02/12 Late News 10PM LTC Start Date End Date Weekdays Spots/Week | 10-1030p
<u>Rate</u> | :30 | NM | 2 | \$3,000.00 |
| Week: 10/29/12 11/04/12W-F 2 | \$1,500.00 | | | | |
| 24 WISN 11/01/12 11/01/12 Late News 1030PM LTC | 1030p-11p | :30 | NM | 1 | \$850.00 |
| Week: 10/29/12 | <u>Rate</u>
\$850.00 | | | | 7777 |
| 25 WISN 11/05/12 11/05/12 Late News 1030PM LTC | 1030p-11p | :30 | NM | 1 | \$850.00 |
| Start Date End Date Weekdays Spots/Week Week: 11/05/12 11/11/12 1 1 | <u>Rate</u>
\$850.00 | | | • | 4000.00 |
| 26 WISN 11/05/12 11/05/12 DWTS | Prime Other | :30 | NM | 1 | \$5,000.00 |
| Start Date End Date Weekdays Spots/Week Week: 11/05/12 11/11/12 1 1 | <u>Rate</u>
\$5,000.00 | | | • | 7-,000.00 |
| N 27 WISN 11/05/12 11/05/12 CASTLE | Mon 9-10p | :30 | NM | 1 | \$3,500.00 |
| Start Date End Date Weekdays Spots/Week | Rate | | | • | 40,000.00 |

(* Line Transactions: N = New, E = Edited, D = Deleted)

Notwithstanding to whom bills are rendered, advertiser, agency and service, jointly and severally, shall remain obligated to pay to station the amount of any bills rendered by station within the time specified and until payment in full is received by station. Payment by advertiser to agency or to service or payment by agency to service, shall not constitute payment to station. Station will not be bound by conditions, printed or otherwise, on contracts, insertion orders, copy instructions or any correspondence when such conflict with the above terms and conditions. Four weeks advance cancellation notice is required unless otherwise specified.

Hearst television inc, does not discriminate in the sale of advertising time, and will accept no advertising which is placed with an intent to discriminate on the basis of race or ethnicity. Advertiser hereby represents and warrants that it is not purchasing broadcast air time under this advertising sales contract for a discriminatory purpose, including but not limited to decisions not to place advertising on particular stations on the basis of race or ethnicity.



WISN TV 759 N. 19th Street Milwaukee, WI 53233 (414)342-8812

| | Contract / Revision | Alt Order # | ٦ |
|---------------------|---------------------|-------------|---|
| | 902207 / 1 | 06112213 | |
| Contract Dates | Product | Estimate # | ٦ |
| 10/31/12 - 11/06/12 | NRSC | | |

Advertiser Original Date / Revision NRSC National Republica 10/24/12 / 10/24/12

| *Line Ch Start Date End Date Description | Start/End Time | Spots/ | | |
|--|---|---|-------------------|------------|
| Start Date End Date Weekdays Spots/Week | Rate | Days Length Week Rate | Type Spots | Amount |
| Week: 11/05/12 11/11/12 1 1 <u>Spot Ch Date Range Description</u> 1 WISN 11/05/12-11/11/12 CASTLE See MG 27.2 | \$3,500.00
Start/End Time
Mon 9-10p | <u>Weekdays</u> <u>Length</u> <u>Rate</u>
M :30 \$3,500.00 | <u>Type</u>
NM | |
| 2 WISN 11/04/12-11/04/12 America's Funnies Home V MG for 27.1 11/05 | /id≀Sun 6-7p | | NM | |
| 28 WISN 10/31/12 10/31/12 REVENGE <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> Week: 10/29/12 11/04/121 1 | Wed 9-10p
<u>Rate</u>
\$2,800.00 | :30 | NM 1 | \$2,800.00 |
| 29 WISN 11/03/12 11/03/12 Sat GMA Start Date End Date Weekdays Spots/Week Week: 10/29/12 11/04/121- 1 | 6-7a
<u>Rate</u>
\$500.00 | :30 | NM 1 | \$500.00 |
| 30 WISN 11/03/12 11/03/12 News Sat 7-9a <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> Week: 10/29/12 11/04/121- 1 | 7-9am
<u>Rate</u>
\$350.00 | :30 | NM 1 | \$350.00 |
| 31 WISN 11/03/12 11/03/12 CHRIS MATTHEWS 5-530 Start Date | 5a-530p
<u>Rate</u>
\$500.00 | :30 | NM 1 | \$500.00 |
| Spot Ch Date Range Description 1 WISN 10/29/12-11/04/12 CHRIS MATTHEWS 5-530 | Start/End Time
5a-530p | <u>Weekdays</u> <u>Length</u> <u>Rate</u>
Sa :30 \$500.00 | <u>Type</u> | |
| See MG 31.2 | 5a-550p | Sa :30 \$500.00 | NM | |
| 2 WISN 11/04/12-11/04/12 Chris Matthews MG for 31.1 11/03 | 1030-11a | St :30 \$500.00 | NM | |
| 32 WISN 11/03/12 11/03/12 News Sa 6p-7p <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> Week: 10/29/12 11/04/121- 1 | 6-7PM
<u>Rate</u>
\$550.00 | :30 | NM 1 | \$550.00 |
| 33 WISN 11/04/12 11/04/12 Sun GMA <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> Week: 10/29/12 11/04/121 1 | 6-7a
<u>Rate</u>
\$400.00 | :30 | NM 1 | \$400.00 |
| 34 WISN 11/04/12 11/04/12 News Sun 7-9a Start Date End Date Weekdays Spots/Week Week: 10/29/12 11/04/12 1 1 | 7-9am
<u>Rate</u>
\$300.00 | :30 | NM 1 | \$300.00 |
| 35 WISN 11/04/12 11/04/12 Sun 9-930A Start Date | 9-930A
<u>Rate</u>
\$300.00 | :30 | NM 1 | \$300.00 |
| 36 WISN 11/04/12 11/04/12 This Week With Georg Start Date | 930-1030am
<u>Rate</u>
\$850.00 | :30 | NM 1 | \$850.00 |
| 37 WISN 11/03/12 11/03/12 College Football Gam Start Date End Date Weekdays Spots/Week Week: 10/29/12 11/04/121- 1 | 230p-6p
<u>Rate</u>
\$1,000.00 | :30 | NM 1 | \$1,000.00 |
| 38 WISN 11/04/12 11/04/12 News Sun 530pm Start Date End Date Weekdays Spots/Week Week: 10/29/12 11/04/121 1 | 530-6p
<u>Rate</u>
\$500.00 | :30 | NM 1 | \$500.00 |
| 39 WISN 11/04/12 11/04/12 ELECTION SPECIAL Start Date End Date Weekdays Spots/Week Week: 10/29/12 11/04/121 1 | Sun 6-7p
<u>Rate</u>
\$1,200.00 | :30 | NM 1 | \$1,200.00 |
| 40 WISN 11/04/12 11/04/12 Late News 10pm LTC | 10p-1030p | :30 | NM 1 | \$1,500.00 |



| | Contract / Revision
902207 / | Alt Order #
06112213 |
|---------------------------------------|---------------------------------|---|
| Contract Dates
10/31/12 - 11/06/12 | Product
NRSC | Estimate # |
| Advertiser
NRSC National Repub | lica | Original Date / Revision
10/24/12 / 10/24/12 |

| *Line Ch Start Date End Date Description | Start/End Time | Days | Spots/
Length Week | Rate | Type | Spots | Amount |
|--|--------------------------------------|------|-----------------------|------|------|-------|-------------|
| Start Date End Date Weekdays Spots/Week Week: 10/29/12 11/04/12 1 1 | <u>Rate</u>
\$1,500.00 | | | | | | |
| 41 WISN 11/04/12 11/04/12 Late News SU 1030PM Start Date End Date Weekdays Spots/Week Week: 10/29/12 11/04/12 1 1 | 1030p-11p
<u>Rate</u>
\$850.00 | | :30 | | NM | 1 | \$850.00 |
| | | | Totals | 3 | | 73 | \$51,650.00 |

| Time Period | # of Spots | Gross Amount | Net Amount |
|--------------------|------------|--------------|-------------|
| 10/29/12 -11/06/12 | 73 | \$51,650.00 | \$43,902.50 |
| Totals | 73 | \$51,650.00 | \$43,902,50 |

| Signature: _ | _ Date: | |
|--------------|---------|--|
| | | |

TERMS AND STANDARD CONDITIONS FOR PURCHASE OF BROADCAST ADVERTISING

The person, firm or other business entity ("Agency") contracting to purchase broadcast advertising time on behalf of the advertiser named on the face of this contract ("Advertiser") and the station accepting this contract ("Station") hereby agree that this contract shall be governed by the following conditions and terms:

1. BILLING AND PAYMENTS

- (a) Station will, from time to time at intervals following broadcasts hereunder, bill Agency on behalf of Advertiser at address on the face hereof. Agency shall pay Station thereon at address on bill on or before the 15th day of each month following that in which broadcast occurred or on such other date as may be specified in the invoice.
- (b) Except where this contract is made directly with the Advertiser described on the face of this contract, it is understood that Agency makes this contract both for itself and as agent for the Advertiser and that Agency agrees, on behalf of the Advertiser and of itself, that Agency and Advertiser are and shall be jointly and severally liable for all payments to be made by agency to Station and for all obligations undertaken to be performed by Agency.

2. TERMINATION

- (a) Unless otherwise specified on the face hereof, either party may terminate this contract, without cause, upon giving the other party at least 28 days prior notice provided that, if notice is given by Agency, termination shall not be effective until after two (2) weeks of broadcasting hereunder. If Agency so terminates this contract, it shall pay Station at the earned rate for all broadcasts pursuant to this contract through the effective date of termination.
- (b) Station may, upon notice to Agency, terminate this contract at any time; (i) upon material breach by Agency; (ii) if Station fails to receive timely payment on billing; or (iii) if Advertiser's or Agency's credit is, in Station's reasonable opinion, impaired. Upon such termination, all unpaid accrued charges hereunder shall immediately become due and payable. The Agency's only liability shall be to pay for telecasts completed hereunder prior to cancellation by Station.
- (c) Agency may, upon notice to Station, terminate this contract at any time upon material breach by Station. Upon such termination, the Station's only liability shall be to pay as liquidated damages a sum equal to the lesser of the following: (i) the actual noncancellable out-of-pocket costs necessarily incurred by Agency in performance of this contract through date of such termination, or (ii) the total which would be due to Station hereunder if, on the date on which Agency gives notice of cancellation, Station had given notice of termination pursuant to Paragraph 2(a) effective at the earliest date permitted thereunder.
- (d) Neither party shall have any liability to the other upon termination pursuant to this Paragraph 2, except as provided in this Paragraph 2 and Paragraph 7.

3. OMISSION OF BROADCAST

If, as a result of an act of God, force majeure, public emergency, labor dispute, restriction imposed by law or governmental order, mechanical breakdown, or where necessary to enable the Station to comply with the Communications Act of 1934, as amended, to satisfy the "reasonable access" and/or "equal opportunity" requirements for certain political candidates, or any other similar or dissimilar cause beyond the Station's reasonable control, Station fails to broadcast any or all of the announcement(s) or programs to be broadcast hereunder, Station shall not be in breach hereof, but Agency shall be entitled to an adjustment as follows: (i) if no part of a scheduled broadcast is made, a later broadcast shall be made at a reasonably satisfactory substitute date and time, and if no such time is available, the time charges allocable to the omitted broadcast shall be waived; (ii) if a material part, but not all, of a scheduled broadcast is omitted, a later broadcast shall be made at a reasonable substitute date and time, and Agency shall continue to pay full charge. The foregoing shall not deprive Agency of the benefit of any discounts which it would have earned hereunder if the broadcast had been made in its entirety.

4. PREEMPTIONS

Station shall have the right to cancel any broadcast or portion thereof covered by this contract in order to broadcast any program or event which, in the Station's sole discretion, it deems to be of greater public interest or significance. Station may also recapture time previously sold when necessary to comply with its obligations to make available "reasonable access" and/or "equal opportunities" to certain political candidates under the Communications Act of 1934, as amended. Station will notify Agency of such cancellation as promptly as reasonably possible, if the parties cannot agree upon a satisfactory substitute date and time, the broadcast so preempted shall be deemed canceled without affecting the rate, discounts or rights provided under this contract, except that Agency will not have to pay Station any charges allocable to the canceled broadcast.

5. FIXED RATE PURCHASES

Notwithstanding the provisions of Paragraphs 3 and 4 above, unless the omitted or preempted announcement was purchased as a single buy or at a fixed (i.e., not a preemptible) rate, and it is so indicated on the face of this contract, Station may preempt at its sole discretion for any reason. In the event of preemption or omission, unless otherwise substitute date and time, at no additional charge therefor.

AGENCY MATERIAL

All commercial materials (if so specified on the face of this contract, all program materials, including talent) shall be furnished by Agency and delivered to Station at Agency's sole cost and expense. Agency shall deliver all materials not less than 48 hours (exclusive of Saturdays, Sundays and holidays) in advance of broadcast. All materials furnished by Agency (i) shall not be contrary to the public interest, (ii) shall conform to the Station's then existing program and operating policies and quality standards, and (iii) are subject to Station's prior approval and continuing right to reject or to cause Agency to edit such materials. Station will not be liable for loss or damage to Agency's material or, even if

If Agency requests within 30 days of last broadcast hereunder, Station will, at Agency's expense, return Agency material to Agency. If Agency does not so request, Station has the right to dispose of all Agency material any time after 60 days following the last broadcast hereunder.

7. INDEMNIFICATION

Agency and Advertiser will jointly and severally indemnify and hold harmless Station from and against all claims, demands, debts, obligations or charges (including reasonable attorney fees and disbursements) which arise out of or result from the broadcast, preparation for broadcast or contemplated broadcast of materials furnished by or on behalf hold harmless Agency and/or Advertiser or furnished by Station at Agency's request for use in connection with Agency's or Advertiser's commercial material, and Station will similarly indemnify and hold harmless Agency and Advertiser with respect to all materials furnished by Station. The indemnitee shall promptly notify and cooperate with the indemnitor with respect to any

8. CONSEQUENTIAL DAMAGES

Agency and Station hereby agree that consequential damages resulting from any breach of this contract, pursuant to Paragraph 2, or any omission of broadcast, pursuant to Paragraph 3, or any preemption of broadcast, pursuant to Paragraph 4, are speculative and neither Agency not Station shall be held liable for any consequential damages incurred. This consequential damage exclusion provision is an allocation of risk separate and apart from provisions specifying or limiting either Agency's or Station's remedies for breach.

9. GENERAL

(a) Station will broadcast the announcements and programs covered by this contract on the dates and at the approximate hourly times provided on the

face hereof.

| (b) The Station shall exercise normal precautions in handling of property and mail, but assumes no liability for loss or damage to program or commercial materials and other property furnished by the Agency in connection with broadcasts hereunder. The Station will not accept or process mail, correspondence, or telephone calls in connection with broadcasts except after its prior approval. |
|--|
| (c) Agency is acting as agent for a disclosed principal (i.e., the Advertiser named on the face hereof) and Agency will act as agent for making payment on all billings hereunder. However, Agency shall be primarily liable for the Advertiser's payment of sums due hereunder and Station shall look initially to Agency for the payment thereounders and until Agency fails to timely remit payment or becomes insolvent. Advertiser shall be liable to Station and not to agency on all unpaid billings for services rendered by Station Advertiser has theretofore made payment to the Agency thereon (i) while knowing that Agency has entered into an agreement or arrangement purporting to assign or pledge to a third |
| party monies which may be or become payable by Advertiser or Agency, or that Agency was in danger of becoming insolvent; or (ii) after receiving or the data of the coming insolvent; or (iii) after receiving or the data of the coming insolvent; or (iii) after receiving or the data of the coming insolvent; or (iii) after receiving or the data of the coming insolvent; or (iii) after receiving or the coming insolvent; or (iii) after receiving the coming insolvent in the coming in th |

party monies which may be or become payable by Advertiser or Agency, or that Agency was in danger of becoming insolvent; or (ii) after receiving notice (together with a current statement of account) from Station that Agency is seriously delinquent under this or any other advertising agreement(s) between Station and Agency be failing to make payment on billings within 45 days after the end of the month in which service is provided thereunder. Nothing herein contained relating to the payment of billings by Agency shall be construed so as to relieve Advertiser of, or diminish Advertiser's liability for breach of its obligations hereunder. If this contract is with a media buying service, all references herein to Agency shall apply to the media buying service. If this contract is made directly with Advertiser, references herein to Agency shall apply to Advertiser except that in such case no commission will be

Agency shall not assign this contract except to another agency which succeeds to its business of representing Advertiser and provided such other agency assumes all its obligations hereunder. Advertiser may, upon notice to Station, change its agency and only the successor agency shall be entitled to commissions, if any, on agency assumes an its obligations hereunder. Advertiser may, upon hause to station, change its agency and only the successor agency and be entitled to commissions, in any, on billings for broadcasts thereafter. Station is not required to broadcast hereunder for the benefit of any person other than Advertiser, or for a product or service other than that named on the face hereof.

(e) This contract contains the entire understanding between the parties, cannot be changed or terminated orally, and shall be construed in accordance with the laws of the State of New York, and with the Communications Act of 1934, as amended, and with the rules and regulations of the FCC issued pursuant thereto. When there is any inconsistency between these standard conditions and a provision on the face hereof, the latter shall govern. Failure of either party to enforce any of the provisions hereof shall not be construed as a general relinquishment or waiver of that or any other provision. All notices hereunder (except for notices under Paragraph 4) shall be in writing, given only by prepaid telegram or mail, addressed to the other party at the address on the face hereof, and shall be deemed given on the date of dispatch.

> [For additional information relating to political advertising, Agencies and Advertisers are encouraged to request a copy of the Station's current political advertising disclosure statement.]

Product Code

Amount

Contract Agreement Between: CONTRACT WISN TV 759 N. 19th Street Milwaukee, WI 53233

(414)342-8812

And:

Strategic Media - DC 3299 K St NW Suite 200 Washington, DC 20007

*Line Ch Start Date End Date Description

WISN 11/05/12

Start Date

11 WISN 10/31/12

Week: 11/05/12

11/06/12

11/02/12

End Date

11/11/12

The View

THE CHEW

Weekdays

MT----

| | Contract / Re | vision | Alt Order | £ |
|------------------------|---|---------|---------------|---------------|
| | 902207 | / 2 | 06112213 | _ |
| Product | 1 | | <u></u> | |
| NRSC | | | | |
| Contract Dates | Estimate # | | | |
| 10/31/12 - 11/06/12 | | | | |
| Advertiser | , | | Original Date | / Revision |
| NRSC National Republic | an Senate Co | mm | 10/29/12 | / 10/29/12 |
| | Billing Cycle | Billing | Calendar | Cash/Trade |
| | EOM/EOC | Broade | cast | Cash |
| | Station | Accou | nt Executive | Sales Office |
| | WISN | Will Hi | ldebrandt | HRP -Washingt |
| | Special Hand | ling | | |
| | | | | |
| | Demographic | | | |
| | Adults 35+ | | | |
| | | T | | |

Advertiser Code

Advertiser Ref

Type Spots

NM

NM

2

3

\$600.00

\$600.00

IDB#

Spots/

Rate

Length Week

:30

:30

Days

9912521 Agency Ref

WISN 10/31/12 11/02/12 News M-F 5a 5-6A :30 NM \$750.00 Start Date End Date Weekdays Spots/Week Rate Week: 10/29/12 11/04/12 \$250.00 --WTF--WISN 11/05/12 News M-F 5a 11/06/12 5-6A :30 NM 2 \$500.00 Start Date End Date Weekdays Spots/Week Rate Week: 11/05/12 11/11/12 MT----\$250.00 WISN 10/31/12 11/02/12 News M-F 6a 6-7A :30 NM 3 \$1,500.00 Start Date End Date Weekdays Spots/Week Rate Week: 10/29/12 11/04/12 --WTF--\$500.00 WISN 11/05/12 6-7A 11/06/12 News M-F 6a :30 NM \$2,000.00 Start Date End Date Weekdays Spots/Week Rate Week: 11/05/12 11/11/12 MT----\$500.00 WISN 10/31/12 11/02/12 Good Morning America 7-9a :30 NM 3 \$1,500.00 Start Date End Date <u>Weekdays</u> Spots/Week Rate Week: 10/29/12 11/04/12 3 \$500.00 WISN 11/05/12 11/06/12 Good Morning America 7-9a :30 NM \$2,000.00 Start Date End Date Weekdays Spots/Week Rate Week: 11/05/12 11/11/12 MT----4 \$500.00 WISN 10/31/12 11/02/12 Good Morning America :30 NM 3 \$900.00 Start Date End Date Weekdays Spots/Week Rate Week: 10/29/12 11/04/12 --WTF--\$300.00 WISN 11/05/12 11/06/12 Good Morning America :30 NM \$600.00 Start Date End Date Weekdays Spots/Week Rate Week: 11/05/12 11/11/12 2 \$300.00 WISN 10/31/12 11/02/12 The View 10-11am :30 NM \$900.00 Start Date End Date Weekdays Spots/Week Rate Week: 10/29/12 11/04/12 --WTF--\$300.00 3

Start/End Time

(* Line Transactions: N = New, E = Edited, D = Deleted)

10-11am

12P-1P

Rate

\$300.00

Spots/Week

2



| | Contract / Revision | Alt Order # | | |
|---------------------|---------------------|-------------|--|--|
| | 902207 / 2 | 06112213 | | |
| Contract Dates | Product | Estimate # | | |
| 10/31/12 - 11/06/12 | NRSC | | | |

Advertiser Original Date / Revision NRSC National Republica 10/29/12 / 10/29/12

| *** 01 01 15 5 5 5 5 5 5 5 5 5 5 5 5 5 5 5 | | Spots/ | | | |
|---|---------------------------------------|-----------------------|---------|-----|------------|
| *Line Ch Start Date End Date Description | Start/End Time | Days Length Week Rate | Type Sp | ots | Amount |
| Week: 10/29/12 | <u>Rate</u>
\$200.00 | | | , | |
| 12 WISN 11/05/12 11/05/12 THE CHEW <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> Week: 11/05/12 11/11/12 1 1 | 12P-1P
<u>Rate</u>
\$200.00 | :30 | NM | 1 | \$200.00 |
| 13 WISN 10/31/12 11/02/12 3-4p <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> Week: 10/29/12 11/04/12wTF 3 | 3-4p
<u>Rate</u>
\$500.00 | :30 | NM | 3 | \$1,500.00 |
| 14 WISN 11/05/12 11/05/12 3-4p <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> Week: 11/05/12 11/11/12 1 1 | 3-4p
<u>Rate</u>
\$500.00 | :30 | NM | 1 | \$500.00 |
| 15 WISN 10/31/12 11/02/12 DR. OZ <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> Week: 10/29/12 11/04/12wTF 3 | 4P-5P
<u>Rate</u>
\$550.00 | :30 | NM | 3 | \$1,650.00 |
| 16 WISN 11/05/12 11/05/12 DR. OZ <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> Week: 11/05/12 11/11/12 1 1 | 4P-5P
<u>Rate</u>
\$550.00 | :30 | NM | 1 | \$550.00 |
| 17 WISN 10/31/12 11/02/12 News M-F 5p <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> Week: 10/29/12 11/04/12wTF 3 | 5-530pm
<u>Rate</u>
\$850.00 | :30 | NM | 3 | \$2,550.00 |
| 18 WISN 11/05/12 11/05/12 News M-F 5p <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> Week: 11/05/12 11/11/12 1 1 | 5-530pm
<u>Rate</u>
\$850.00 | :30 | NM | 1 | \$850.00 |
| 19 WISN 10/31/12 11/02/12 News M-F 6p <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> Week: 10/29/12 11/04/12WTF 3 | 6-630pm
<u>Rate</u>
\$1,000.00 | :30 | NM | 3 | \$3,000.00 |
| 20 WISN 11/05/12 11/05/12 News M-F 6p Start Date | 6-630pm
<u>Rate</u>
\$1,000.00 | :30 | NM | 1 | \$1,000.00 |
| 21 WISN 10/31/12 11/02/12 Entertainment Tonigh Start Date End Date Weekdays Spots/Week Week: 10/29/12 11/04/12wTF 3 | 630p-7pm
<u>Rate</u>
\$800.00 | :30 | NM | 3 | \$2,400.00 |
| 22 WISN 11/05/12 11/05/12 Entertainment Tonigh Start Date | 630p-7pm
<u>Rate</u>
\$800.00 | :30 | NM | 1 | \$800.00 |
| 23 WISN 10/31/12 11/02/12 Late News 10PM LTC <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> Week: 10/29/12 11/04/12w-F 2 | 10-1030p
<u>Rate</u>
\$1,500.00 | :30 | NM | 2 | \$3,000.00 |
| 24 WISN 11/01/12 11/01/12 Late News 1030PM LTC Start Date End Date Weekdays Spots/Week Week: 10/29/12 11/04/121 1 | 1030p-11p
<u>Rate</u>
\$850.00 | :30 | NM | 1 | \$850.00 |
| 25 WISN 11/05/12 11/05/12 Late News 1030PM LTC Start Date End Date Weekdays Spots/Week Week: 11/05/12 11/11/12 1 1 | 1030p-11p
<u>Rate</u>
\$850.00 | :30 | NM | 1 | \$850.00 |
| 26 WISN 11/05/12 11/05/12 DWTS Start Date End Date Weekdays Spots/Week Week: 11/05/12 11/11/12 1 1 | Prime Other Rate \$5,000.00 | :30 | NM | 1 | \$5,000.00 |
| 27 WISN 11/05/12 11/05/12 CASTLE Start Date End Date Weekdays Spots/Week | Mon 9-10p
Rate | :30 | NM | 1 | \$3,500.00 |

10/29/12 / 10/29/12



| | 902207 / 2 | Alt Order #
06112213 | |
|---------------------------------------|-----------------|--------------------------|--|
| Contract Dates
10/31/12 - 11/06/12 | Product
NRSC | Estimate # | |
| Advertiser | | Original Date / Revision | |

NRSC National Republica

| *Line Ch Start Date End Date Description | 04-4/5-17 | Spots/ | _ | |
|---|---|---|-------------------|------------|
| Start Date End Date Weekdays Spots/Week | Start/End Time
Rate | Days Length Week Rate | Type Spots | Amount |
| Week: 11/05/12 11/11/12 1 1 <u>Spot Ch Date Range Description</u> 1 WISN 11/05/12-11/11/12 CASTLE See MG 27.2 | \$3,500.00
Start/End Time
Mon 9-10p | <u>Weekdays</u> <u>Length</u> <u>Rate</u>
M :30 \$3,500.00 | <u>Type</u>
NM | |
| 2 WISN 11/04/12-11/04/12 America's Funnies Home V | /idເSun 6-7p | St :30 \$3,500.00 | NM | |
| 28 WISN 10/31/12 10/31/12 REVENGE Start Date End Date Weekdays Spots/Week Week: 10/29/12 11/04/121 1 | Wed 9-10p
<u>Rate</u>
\$2,800.00 | :30 | NM 1 | \$2,800.00 |
| 29 WISN 11/03/12 11/03/12 Sat GMA Start Date | 6-7a
<u>Rate</u>
\$500.00 | :30 | NM 1 | \$500.00 |
| 30 WISN 11/03/12 11/03/12 News Sat 7-9a <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> Week: 10/29/12 11/04/121- 1 | 7-9am
<u>Rate</u>
\$350.00 | :30 | NM 1 | \$350.00 |
| 31 WISN 11/03/12 11/03/12 CHRIS MATTHEWS 5-530 Start Date | 5a-530p
<u>Rate</u>
\$500.00 | :30 | NM 1 | \$500.00 |
| Spot Ch Date Range Description 1 WISN 10/29/12-11/04/12 CHRIS MATTHEWS 5-530 See MG 31.2 | Start/End Time
5a-530p | Weekdays Length Rate Sa :30 \$500.00 | <u>Type</u>
NM | |
| 2 WISN 11/04/12-11/04/12 Chris Matthews MG for 31.1 11/03 | 1030-11a | sı :30 \$500.00 | NM | |
| 32 WISN 11/03/12 11/03/12 News Sa 6p-7p Start Date End Date Weekdays Spots/Week Week: 10/29/12 11/04/121- 1 | 6-7PM
<u>Rate</u>
\$550.00 | :30 | NM 1 | \$550.00 |
| 33 WISN 11/04/12 11/04/12 Sun GMA <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> Week: 10/29/12 11/04/121 1 | 6-7a
<u>Rate</u>
\$400.00 | :30 | NM 1 | \$400.00 |
| 34 WISN 11/04/12 11/04/12 News Sun 7-9a Start Date End Date Weekdays Spots/Week Week: 10/29/12 11/04/121 1 | 7-9am
<u>Rate</u>
\$300.00 | :30 | NM 1 | \$300.00 |
| 35 WISN 11/04/12 11/04/12 Sun 9-930A Start Date End Date Weekdays Spots/Week Week: 10/29/12 11/04/121 1 | 9-930A
<u>Rate</u>
\$300.00 | :30 | NM 1 | \$300.00 |
| 36 WISN 11/04/12 11/04/12 This Week With Georg Start Date End Date Weekdays Spots/Week Week: 10/29/12 11/04/121 1 | 930-1030am
<u>Rate</u>
\$850.00 | :30 | NM 1 | \$850.00 |
| 37 WISN 11/03/12 11/03/12 College Football Gam Start Date End Date Weekdays Spots/Week Week: 10/29/12 11/04/121- 1 | 230p-6p
<u>Rate</u>
\$1,000.00 | :30 | NM 1 | \$1,000.00 |
| 38 WISN 11/04/12 11/04/12 News Sun 530pm Start Date End Date Weekdays Spots/Week Week: 10/29/12 11/04/121 1 | 530-6p
<u>Rate</u>
\$500.00 | :30 | NM 1 | \$500.00 |
| 39 WISN 11/04/12 11/04/12 ELECTION SPECIAL Start Date | Sun 6-7p
<u>Rate</u>
\$1,200.00 | :30 | NM 1 | \$1,200.00 |
| 40 WISN 11/04/12 11/04/12 Late News 10pm LTC | 10p-1030p | :30 | NM 1 | \$1,500.00 |



WISN TV 759 N. 19th Street Milwaukee, WI 53233 (414)342-8812

| | 902207 / | sion
2 | Alt Order #
06112213 | |
|---------------------------------------|-----------------|-----------|---|--|
| Contract Dates
10/31/12 - 11/06/12 | Product
NRSC | | Estimate # | |
| Advertiser
NRSC National Repub | lica | - 1 | iginal Date / Revision
10/29/12 / 10/29/12 | |

| *Line Ch Start D | ate End Dat | e Descriptio | n | Start/End Time | Days | Spots/
Length Week | Rate | Type | Spots | Amount |
|-------------------------------------|----------------------|-------------------------------------|---|--------------------------------------|------|-----------------------|------|------|-------|-------------|
| <u>Start Date</u>
Week: 10/29/12 | End Date
11/04/12 | <u>Weekdays</u>
1 | Spots/Week
1 | <u>Rate</u>
\$1,500.00 | | | | | | - anoan |
| | - · · · · - | Late News :
<u>Weekdays</u>
1 | SU 1030PM
<u>Spots/Week</u>
1 | 1030p-11p
<u>Rate</u>
\$850.00 | | :30 | | NM | 1 | \$850.00 |
| | End Date | Sa 458-6a
<u>Weekdays</u>
S- | Spots/Week
1 | 456-6AM
<u>Rate</u>
\$700.00 | | :30 | | NM | 1 | \$700.00 |
| | End Date | ABC Prime
<u>Weekdays</u>
S- | College Footbal
<u>Spots/Week</u>
1 | 7-1030p
<u>Rate</u>
\$2,500.00 | | :30 | | NM | 1 | \$2,500.00 |
| | | Su 458-6a
<u>Weekdays</u>
S | Spots/Week
1 | 458-6AM
<u>Rate</u>
\$700.00 | | :30 | | NM | 1 | \$700.00 |
| | | | | | | Totals | 3 | | 76 | \$55,550.00 |

| Time Period | # of Spots | Gross Amount | Net Amount | | |
|---------------------|------------|--------------|-------------|--|--|
| 10/29/12 - 11/06/12 | 76 | \$55,550.00 | \$47,217.50 | | |
| Totals | 76 | \$55,550.00 | \$47,217.50 | | |

| Signature: | Date: | |
|------------|-------|--|
|------------|-------|--|

TERMS AND STANDARD CONDITIONS FOR PURCHASE OF BROADCAST ADVERTISING

The person, firm or other business entity ("Agency") contracting to purchase broadcast advertising time on behalf of the advertiser named on the face of this contract ("Advertiser") and the station accepting this contract ("Station") hereby agree that this contract shall be governed by the following conditions and terms:

1. BILLING AND PAYMENTS

- (a) Station will, from time to time at intervals following broadcasts hereunder, bill Agency on behalf of Advertiser at address on the face hereof. Agency shall pay Station thereon at address on bill on or before the 15th day of each month following that in which broadcast occurred or on such other date as may be specified in the invoice.
- (b) Except where this contract is made directly with the Advertiser described on the face of this contract, it is understood that Agency makes this contract both for itself and as agent for the Advertiser and that Agency agrees, on behalf of the Advertiser and of itself, that Agency and Advertiser are and shall be jointly and severally liable for all payments to be made by agency to Station and for all obligations undertaken to be performed by Agency.

2. TERMINATION

- (a) Unless otherwise specified on the face hereof, either party may terminate this contract, without cause, upon giving the other party at least 28 days prior notice provided that, if notice is given by Agency, termination shall not be effective until after two (2) weeks of broadcasting hereunder. If Agency so terminates this contract, it shall pay Station at the earned rate for all broadcasts pursuant to this contract through the effective date of termination.
- (b) Station may, upon notice to Agency, terminate this contract at any time; (i) upon material breach by Agency; (ii) if Station fails to receive timely payment on belong; or (iii) if Advertiser's or Agency's credit is, in Station's reasonable opinion, impaired. Upon such termination, all unpaid accrued charges hereunder shall immediately become due and payable. The Agency's only liability shall be to pay for telecasts completed hereunder prior to cancellation by Station.
- (c) Agency may, upon notice to Station, terminate this contract at any time upon material breach by Station. Upon such termination, the Station's only liability shall be to pay as liquidated damages a sum equal to the lesser of the following: (i) the actual noncancellable out-of-pocket costs necessarily incurred by Agency in performance of this contract through date of such termination, or (ii) the total which would be due to Station hereunder if, on the date on which Agency gives notice of cancellation, Station had given notice of termination pursuant to Paragraph 2(a) effective at the earliest date permitted thereunder.
- (d) Neither party shall have any liability to the other upon termination pursuant to this Paragraph 2, except as provided in this Paragraph 2 and Paragraph 7.

OMISSION OF BROADCAST

If as a result of an act of God, force majeure, public emergency, labor dispute, restriction imposed by law or governmental order, mechanical breakdown, or where necessary to mable the Station to comply with the Communications Act of 1934, as amended, to satisfy the "reasonable access" and/or "equal opportunity" requirements for certain political candidates, or any other similar or dissimilar cause beyond the Station's reasonable control, Station fails to broadcast any or all of the announcement(s) or programs to be broadcast her under, Station shall not be in breach hereof, but Agency shall be entitled to an adjustment as follows: (i) if no part of a scheduled broadcast is made, a later broadcast shall be made at a reasonably satisfactory substitute date and time, and if no such time is available, the time charges allocable to the omitted broadcast shall be waived; (ii) if a material part, but not all, of a scheduled broadcast is omitted, a later broadcast shall be made at a reasonable substitute date and time, and Agency shall continue to pay full charge. The foregoing shall not deprive Agency of the benefit of any discounts which it would have earned hereunder if the broadcast had been made in its entirety.

4. PREEMPTIONS

Since shall have the right to cancel any broadcast or portion thereof covered by this contract in order to broadcast any program or event which, in the Station's sole discretion, it also be of greater public interest or significance. Station may also recapture time previously sold when necessary to comply with its obligations to make available "reasonable also" and/or "equal opportunities" to certain political candidates under the Communications Act of 1934, as amended. Station will notify Agency of such cancellation as promptly as reasonable, if the parties cannot agree upon a satisfactory substitute date and time, the broadcast so preempted shall be deemed canceled without affecting the rate, discounts or rights provided under this contract, except that Agency will not have to pay Station any charges allocable to the canceled broadcast.

5. FIXED RATE PURCHASES

Notwithstanding the provisions of Paragraphs 3 and 4 above, unless the omitted or preempted announcement was purchased as a single buy or at a fixed (i.e., not a preemptible) agreed to by agreed to by non, Agency shall continue to pay the full charge (no credit or refund will be given) but Agency shall be accorded another announcement at a reasonably satisfactory of MCY MATERIAL

As commercial materials (if so specified on the face of this contract, all program materials, including talent) shall be furnished by Agency and delivered to Station at Agency's solutions and expense. Agency shall deliver all materials not less than 48 hours (exclusive of Saturdays, Sundays and holidays) in advance of broadcast. All materials furnished by Agency (i) shall not be contrary to the public interest, (ii) shall conform to the Station's then existing program and operating policies and quality standards, and (iii) are subject to Station's prior approval and continuing right to reject or to cause Agency to edit such materials. Station will not be liable for loss or damage to Agency's material or, even if accepted by Station, for communications from others.

to ency requests within 30 days of last broadcast hereunder, Station will, at Agency's expense, return Agency material to Agency. If Agency does not so request, Station as the right as spose of all Agency material any time after 60 days following the last broadcast hereunder.

7 INDEMNIFICATION

A ency and Advertiser will jointly and severally indemnify and hold harmless Station from and against all claims, demands, debts, obligations or charges (including reasonable arrange fees and disbursements) which arise out of or result from the broadcast, preparation for broadcast or contemplated broadcast of materials furnished by or on behalf of Agency arranger Advertiser or furnished by Station at Agency's request for use in connection with Agency's or Advertiser's commercial material, and Station will similarly indemnify and hold harmless Agency and Advertiser with respect to all materials furnished by Station. The indemnitee shall promptly notify and cooperate with the indemnitor with respect to any claim. The provisions of this paragraph shall survive the termination or expiration of this contract.

8. CONSEQUENTIAL DAMAGES

A zency and Station hereby agree that consequential damages resulting from any breach of this contract, pursuant to Paragraph 2, or any omission of broadcast, pursuant to Paragraph 3 any preemption of broadcast, pursuant to Paragraph 4, are speculative and neither Agency not Station shall be held liable for any consequential damages incurred. This consequential damage exclusion provision is an allocation of risk separate and apart from provisions specifying or limiting either Agency's or Station's remedies for breach.

9 GENERAL

(a) Station will broadcast the announcements and programs covered by this contract on the dates and at the approximate hourly times provided on the

face hereof.

| (b) The Station shall exercise normal precautions in handling of prematerials and other property furnished by the Agency in connection with broadcasts hereunder. The connection with broadcasts except after its prior approval. | roperty and mail, but assumes no liability for loss or damage to program or commercia
he Station will not accept or process mail, correspondence, or telephone calls in |
|---|--|
|---|--|

- on all billings bereunder. However, Agency shall be primarily liable for the Advertiser's payment of sums due hereunder and Station shall look initially to Agency for the payment thereof hereunder (excluding advertising agency commissions), but only to the extent that Advertiser shall be liable to Station and not to agency on all unpaid billings for services rendered by Station Advertiser has meretofore made payment to the Agency thereon, and to the extent that Advertiser has not theretofore made payment to the Agency thereon, and to the extent that party monies which may be or become payable by Advertiser or Agency, or that Agency has entered into an agreement or arrangement purporting to assign or pledge to a third statement of account) from Station that Agency is seriously delinquent under this or any other advertising agreement(s) between Station and Agency be failing to make payment on billings within a3 days after the end of the month in which service is provided thereunder. Nothing herein contained relating to the payment of billings by Agency shall be construed so apply to the needia buying service. If this contract is made directly with Advertiser, references herein to Agency shall apply to Advertiser except that in such case no commission will be allowed.
- (d) Agency shall not assign this contract except to another agency which succeeds to its business of representing Advertiser and provided such other agency assumes all its obligations hereunder. Advertiser may, upon notice to Station, change its agency and only the successor agency shall be entitled to commissions, if any, on the face here :
- (e) This contract contains the entire understanding between the parties, cannot be changed or terminated orally, and shall be construed in accordance with the laws of the State of New York, and with the Communications Act of 1934, as amended, and with the rules and regulations of the FCC issued pursuant thereto. When there is be construed as a general relinquishment or waiver of that or any other provision. All notices hereunder (except for notices under Paragraph 4) shall be in writing, given only by prepaid telegram or mail, addressed to the other party at the address on the face hereof, and shall be deemed given on the date of dispatch.

[For additional information relating to political advertising, Agencies and Advertisers are encouraged to request a copy of the Station's current political advertising disclosure statement.]



WISN TV 759 N. 19th Street Milwaukee, WI 53233 (414)342-8812

And:

Strategic Media - DC 3299 K St NW Suite 200 Washington, DC 20007

| | Contract / Rev | <u>vision</u> | | Alt Order # | |
|-------------------------|--------------------|---------------|------|-------------|--|
| | 902207 | / 3 | | 06112213 | |
| <u>Product</u> | | | | | |
| NRSC | | | | | |
| Contract Dates | Estimate # | | | | , |
| 10/31/12 - 11/06/12 | | | | | |
| Advertiser | | | Ori | ginal Date | / Revision |
| NRSC National Republica | an Senate Cor | nm | 1 | 0/31/12 | / 10/31/12 |
| | Billing Cycle | Billing | Cale | endar | Cash/Trade |
| | EOM/EOC | Broado | cast | | Cash |
| | <u>Station</u> | Accou | nt E | xecutive | Sales Office |
| | WISN | Will Hi | ldeb | randt | HRP -Washingt |
| | Special Handl | ling | | | <u>, </u> |
| | <u>Demographic</u> | | | | |
| | Adults 35+ | | | | |
| | | | | | |
| | IDB# | Advert | iser | Code | Product Code |
| | 9912521 | | | | |
| | Agency Ref | | | Advertiser | Ref |
| | | | | | |

Print Date 10/31/12

| | | Spots/ | | |
|---|------------------------------------|-----------------------|------------|------------|
| *Line Ch Start Date End Date Description | Start/End Time | Days Length Week Rate | Type Spots | Amount |
| 1 WISN 10/31/12 11/02/12 News M-F 5a <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> Week: 10/29/12 11/04/12wTF 3 | 5-6A
<u>Rate</u>
\$250.00 | :30 | NM 3 | \$750.00 |
| 2 WISN 11/05/12 11/06/12 News M-F 5a Start Date End Date Weekdays Spots/Week Week: 11/05/12 11/11/12 MT 2 | 5-6A
<u>Rate</u>
\$250.00 | :30 | NM 2 | \$500.00 |
| 3 WISN 10/31/12 11/02/12 News M-F 6a Start Date End Date Weekdays Spots/Week Week: 10/29/12 11/04/12WTF 3 | 6-7A
<u>Rate</u>
\$500.00 | :30 | NM 3 | \$1,500.00 |
| 4 WISN 11/05/12 11/06/12 News M-F 6a Start Date End Date Weekdays Spots/Week Week: 11/05/12 11/11/12 MT 4 | 6-7A
<u>Rate</u>
\$500.00 | :30 | NM 4 | \$2,000.00 |
| 5 WISN 10/31/12 11/02/12 Good Morning America <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> Week: 10/29/12 11/04/12WTF 3 | 7-9a
<u>Rate</u>
\$500.00 | :30 | NM 3 | \$1,500.00 |
| 6 WISN 11/05/12 11/06/12 Good Morning America Start Date End Date Weekdays Spots/Week Week: 11/05/12 11/11/12 MT 4 | 7-9a
<u>Rate</u>
\$500.00 | :30 | NM 4 | \$2,000.00 |
| 7 WISN 10/31/12 11/02/12 Good Morning America Start Date End Date Weekdays Spots/Week Week: 10/29/12 11/04/12WTF 3 | 7-9a
<u>Rate</u>
\$300.00 | :30 | NM 3 | \$900.00 |
| 8 WISN 11/05/12 11/06/12 Good Morning America Start Date End Date Weekdays Spots/Week Week: 11/05/12 11/11/12 MT 2 | 7-9a
<u>Rate</u>
\$300.00 | :30 | NM 2 | \$600.00 |
| 9 WISN 10/31/12 11/02/12 The View <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> Week: 10/29/12 11/04/12WTF 3 | 10-11am
<u>Rate</u>
\$300.00 | :30 | NM 3 | \$900.00 |
| 10 WISN 11/05/12 11/06/12 The View Start Date End Date Weekdays Spots/Week Week: 11/05/12 11/11/12 MT 2 | 10-11am
<u>Rate</u>
\$300.00 | :30 | NM 2 | \$600.00 |
| 11 WISN 10/31/12 11/02/12 THE CHEW | 12P-1P | :30 | NM 3 | \$600.00 |

Print Date 10/31/12

Page 2 of 6



Start Date End Date Weekdays

11/01/12

11/05/12

11/05/12

--W-F--

Weekdays

Weekdays

DWTS

Weekdays

---1---

11/04/12

End Date

11/04/12

End Date

11/11/12

End Date

Week: 10/29/12

Week: 10/29/12

Week: 11/05/12

WISN 11/01/12

WISN 11/05/12

Start Date

26 WISN 11/05/12

Start Date

Start Date

 10/31/12 - 11/06/12
 NRSC

 Advertiser
 Original Date / Revision

Advertiser Original Date / Revision

NRSC National Republica 10/31/12 / 10/31/12

Spots/

| *Line Ch Start Date End Date Description | Start/End Time | Days Length Week Rate | Type Spots | Amount |
|---|--|---------------------------|------------|------------|
| Start Date End Date Weekdays Spots/Week Week: 10/29/12 11/04/12wTF 3 | <u>Rate</u>
\$200.00 | | | |
| 12 WISN 11/05/12 11/05/12 THE CHEW Start Date | 12P-1P
<u>Rate</u>
\$200.00 | :30 | NM 1 | \$200.00 |
| 13 WISN 10/31/12 11/02/12 3-4p <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> Week: 10/29/12 11/04/12wTF 3 | 3-4p
<u>Rate</u>
\$500.00 | :30 | NM 3 | \$1,500.00 |
| 14 WISN 11/05/12 11/05/12 3-4p <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> Week: 11/05/12 11/11/12 1 1 | 3-4p
<u>Rate</u>
\$500.00 | :30 | NM 1 | \$500.00 |
| 15 WISN 10/31/12 11/02/12 DR. OZ <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> Week: 10/29/12 11/04/12WTF 3 | 4P-5P
<u>Rate</u>
\$550.00 | :30 | NM 3 | \$1,650.00 |
| 16 WISN 11/05/12 11/05/12 DR. OZ <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> Week: 11/05/12 11/11/12 1 1 | 4P-5P
<u>Rate</u>
\$550.00 | :30 | NM 1 | \$550.00 |
| 17 WISN 10/31/12 11/02/12 News M-F 5p <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> Week: 10/29/12 11/04/12wTF 3 | 5-530pm
<u>Rate</u>
\$850.00 | :30 | NM 3 | \$2,550.00 |
| 18 WISN 11/05/12 11/05/12 News M-F 5p Start Date End Date Weekdays Spots/Week Week: 11/05/12 11/11/12 1 1 | 5-530pm
<u>Rate</u>
\$850.00 | :30 | NM 1 | \$850.00 |
| N 19 WISN 10/31/12 11/02/12 News M-F 6p Start Date | 6-630pm
<u>Rate</u>
\$1,000.00
Start/End Time | :30 Weekdays Length Rate | NM 2 | \$2,000.00 |
| 2 WISN 10/29/12-11/04/12 News M-F 6p
Credited | 6-630pm | WThF :30 \$1,000.00 | NM | |
| 20 WISN 11/05/12 11/05/12 News M-F 6p Start Date End Date Weekdays Spots/Week Week: 11/05/12 11/11/12 1 1 | 6-630pm
<u>Rate</u>
\$1,000.00 | :30 | NM 1 | \$1,000.00 |
| 21 WISN 10/31/12 11/02/12 Entertainment Tonigh Start Date End Date Weekdays Spots/Week Week: 10/29/12 11/04/12WTF 3 | 630p-7pm
<u>Rate</u>
\$800.00 | :30 | NM 3 | \$2,400.00 |
| 22 WISN 11/05/12 11/05/12 Entertainment Tonigh Start Date End Date Weekdays Spots/Week Week: 11/05/12 11/11/12 1 1 | 630p-7pm
<u>Rate</u>
\$800.00 | :30 | NM 1 | \$800.00 |
| 23 WISN 10/31/12 11/02/12 Late News 10PM LTC | 10-1030p | :30 | NM 2 | \$3,000.00 |

(* Line Transactions: N = New, E = Edited, D = Deleted)

Rate

Rate

Rate

<u>Rate</u>

\$850.00

\$850.00

Prime Other

:30

:30

:30

NM

NM

NM

1

\$850.00

\$850,00

\$5,000.00

\$1,500.00

1030p-11p

1030p-11p

Spots/Week

2

Spots/Week

Spots/Week

1

Spots/Week

Late News 1030PM LTC

Late News 1030PM LTC



WISN TV 759 N. 19th Street Milwaukee, WI 53233 (414)342-8812

| | Contract / Re | evisi | <u>on</u> | Alt Order # | |
|--------------|---------------|-------|-----------|-------------|--|
| | 902207 | 1 | 3 | 06112213 | |
| ntract Dates | Product | | | Estimate # | |

Cor 10/31/12 - 11/06/12 NRSC

<u>Advertiser</u> Original Date / Revision 10/31/12 / 10/31/12 NRSC National Republica

| | | Spots/ | | |
|--|--|---|--------------------------|------------|
| *Line Ch Start Date End Date Description | Start/End Time | Days Length Week Rate | Type Spots | Amount |
| Start DateEnd DateWeekdaysSpots/WeekWeek: 11/05/1211/11/1211 | <u>Rate</u>
\$5,000.00 | | : | |
| 27 WISN 11/05/12 11/05/12 CASTLE <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> Week: 11/05/12 11/11/12 1 1 | Mon 9-10p
<u>Rate</u>
\$3,500.00 | :30 | NM 1 | \$3,500.00 |
| Spot Ch Date Range Description 1 WISN 11/05/12-11/11/12 CASTLE See MG 27.2 | Start/End Time
Mon 9-10p | Weekdays Length Rate M :30 \$3,500.00 | <u>Type</u>
<i>NM</i> | |
| 2 WISN 11/04/12-11/04/12 America's Funnies Home V ⊕ MG for 27.1 11/05 | /idເSun 6-7p | St :30 \$3,500.00 | NM | |
| 28 WISN 10/31/12 10/31/12 REVENGE Start Date End Date Weekdays Spots/Week Week: 10/29/12 11/04/12 1 1 | Wed 9-10p
<u>Rate</u>
\$2,800.00 | :30 | NM 1 | \$2,800.00 |
| 29 WISN 11/03/12 11/03/12 Sat GMA Start Date End Date Weekdays Spots/Week Week: 10/29/12 11/04/121- 1 | 6-7a
<u>Rate</u>
\$500.00 | :30 | NM 1 | \$500.00 |
| 30 WISN 11/03/12 11/03/12 News Sat 7-9a Start Date End Date Weekdays Spots/Week Week: 10/29/12 11/04/121- 1 | 7-9am
<u>Rate</u>
\$350.00 | :30 | NM 1 | \$350.00 |
| 31 WISN 11/03/12 11/03/12 CHRIS MATTHEWS 5-530 Start Date End Date Weekdays Spots/Week Week: 10/29/12 11/04/121- 1 | 5a-530p
<u>Rate</u>
\$500.00 | :30 | NM 1 | \$500.00 |
| Spot Ch Date Range Description 1 WISN 10/29/12-11/04/12 CHRIS MATTHEWS 5-530 See MG 31.2 | Start/End Time
5a-530p | Weekdays Length Rate Sa :30 \$500.00 | <u>Type</u>
NM | |
| 2 WISN 11/04/12-11/04/12 Chris Matthews
⊕ MG for 31.1 11/03 | 1030-11a | si :30 \$500.00 | MM | |
| 32 WISN 11/03/12 11/03/12 News Sa 6p-7p Start Date End Date Weekdays Spots/Week Week: 10/29/12 11/04/121- 1 | 6-7PM
<u>Rate</u>
\$550.00 | :30 | NM 1 | \$550.00 |
| 33 WISN 11/04/12 11/04/12 Sun GMA Start Date End Date Weekdays Spots/Week Week: 10/29/12 11/04/121 1 | 6-7a
<u>Rate</u>
\$400.00 | :30 | NM 1 | \$400.00 |
| 34 WISN 11/04/12 11/04/12 News Sun 7-9a Start Date End Date Weekdays Spots/Week Week: 10/29/12 11/04/121 1 | 7-9am
<u>Rate</u>
\$300.00 | :30 | NM 1 | \$300.00 |
| 35 WISN 11/04/12 11/04/12 Sun 9-930A Start Date End Date Weekdays Spots/Week Week: 10/29/12 11/04/121 1 | 9-930A
<u>Rate</u>
\$300.00 | :30 | NM 1 | \$300.00 |
| 36 WISN 11/04/12 11/04/12 This Week With Georg Start Date End Date Weekdays Spots/Week Week: 10/29/12 11/04/121 1 | 930-1030am
<u>Rate</u>
\$850.00 | :30 | NM 1 | \$850.00 |
| 37 WISN 11/03/12 11/03/12 College Football Gam Start Date End Date Weekdays Spots/Week Week: 10/29/12 11/04/121- 1 | 230p-6p
<u>Rate</u>
\$1,000.00 | :30 | NM 1 | \$1,000.00 |
| 38 WISN 11/04/12 11/04/12 News Sun 530pm Start Date End Date Weekdays Spots/Week Week: 10/29/12 11/04/121 1 | 530-6p
<u>Rate</u>
\$500.00 | :30 | NM 1 | \$500.00 |
| 39 WISN 11/04/12 11/04/12 ELECTION SPECIAL | Sun 6-7p | :30 | NM 1 | \$1,200.00 |

(* Line Transactions: N = New, E = Edited, D = Deleted)

75

\$54,550.00



| | Contract / Revision / 902207 / | <u>on</u>
3 | Alt Order #
06112213 | |
|---------------------------------------|--------------------------------|----------------|---|--|
| Contract Dates
10/31/12 - 11/06/12 | Product
NRSC | | Estimate # | |
| Advertiser NRSC National Repub | lica | | iginal Date / Revision
10/31/12 / 10/31/12 | |

Totals

Spots/ Ch Start Date End Date Description Start/End Time Days Length Week Rate Type Spots Amount Start Date **End Date** Weekdays Spots/Week Rate Week: 10/29/12 11/04/12 ----1 1 \$1,200.00 WISN 11/04/12 10p-1030p 11/04/12 Late News 10pm LTC :30 NM 1 \$1,500.00 Start Date End Date Weekdays Spots/Week Rate Week: 10/29/12 11/04/12 \$1,500.00 WISN 11/04/12 11/04/12 Late News SU 1030PM 1030p-11p :30 NM 1 \$850.00 End Date Spots/Week Start Date <u>Weekdays</u> Rate Week: 10/29/12 11/04/12 \$850.00 WISN 11/03/12 11/03/12 Sa 458-6a 456-6AM :30 NM \$700.00 Start Date **End Date** Weekdays Spots/Week Rate Week: 10/29/12 11/04/12 ----5-1 \$700.00 WISN 11/03/12 11/03/12 ABC Prime College Footbal 7-1030p :30 NM \$2,500.00 Start Date Spots/Week End Date Weekdays Rate Week: 10/29/12 11/04/12 \$2,500.00 ----S-1 WISN 11/04/12 Su 458-6a 11/04/12 458-6AM :30 NM \$700.00 Start Date End Date Spots/Week Weekdays 1 -Rate -----S Week: 10/29/12 11/04/12 1 \$700.00

| Time Period | # of Spots | Gross Amount | Net Amount |
|--------------------|------------|--------------|-------------|
| 10/29/12 -11/06/12 | 75 | \$54,550.00 | \$46,367.50 |
| Totals | 75 | \$54,550.00 | \$46,367.50 |

| Signature: | Date: | |
|--------------|-------|--|
| - | | |

(* Line Transactions: N = New, E = Edited, D = Deleted)

TERMS AND STANDARD CONDITIONS FOR PURCHASE OF BROADCAST ADVERTISING

The person, firm or other business entity ("Agency") contracting to purchase broadcast advertising time on behalf of the advertiser named on the face of this contract ("Advertiser") and the station accepting this contract ("Station") hereby agree that this contract shall be governed by the following conditions and terms:

1. BILLING AND PAYMENTS

- (a) Station will, from time to time at intervals following broadcasts hereunder, bill Agency on behalf of Advertiser at address on the face hereof. Agency shall pay Station thereon at address on bill on or before the 15th day of each month following that in which broadcast occurred or on such other date as may be specified in the invoice.
- (b) Except where this contract is made directly with the Advertiser described on the face of this contract, it is understood that Agency makes this contract both for itself and as agent for the Advertiser and that Agency agrees, on behalf of the Advertiser and of itself, that Agency and Advertiser are and shall be jointly and severally liable for all payments to be made by agency to Station and for all obligations undertaken to be performed by Agency.

2. TERMINATION

- (a) Unless otherwise specified on the face hereof, either party may terminate this contract, without cause, upon giving the other party at least 28 days prior notice provided that, if notice is given by Agency, termination shall not be effective until after two (2) weeks of broadcasting hereunder. If Agency so terminates this contract, it shall pay Station at the earned rate for all broadcasts pursuant to this contract through the effective date of termination.
- (b) Station may, upon notice to Agency, terminate this contract at any time; (i) upon material breach by Agency; (ii) if Station fails to receive timely payment on billing; or (iii) if Advertiser's or Agency's credit is, in Station's reasonable opinion, impaired. Upon such termination, all unpaid accrued charges hereunder shall immediately become due and payable. The Agency's only liability shall be to pay for telecasts completed hereunder prior to cancellation by Station.
- (c) Agency may, upon notice to Station, terminate this contract at any time upon material breach by Station. Upon such termination, the Station's only liability shall be to pay as liquidated damages a sum equal to the lesser of the following: (i) the actual noncancellable out-of-pocket costs necessarily incurred by Agency in performance of this contract through date of such termination, or (ii) the total which would be due to Station hereunder if, on the date on which Agency gives notice of cancellation, Station had given notice of termination pursuant to Paragraph 2(a) effective at the earliest date permitted thereunder.
- (d) Neither party shall have any liability to the other upon termination pursuant to this Paragraph 2, except as provided in this Paragraph 2 and Paragraph 7.

3. OMISSION OF BROADCAST

If, as a result of an act of God, force majeure, public emergency, labor dispute, restriction imposed by law or governmental order, mechanical breakdown, or where necessary to enable the Station to comply with the Communications Act of 1934, as amended, to satisfy the "reasonable access" and/or "equal opportunity" requirements for certain political candidates, or any other similar or dissimilar cause beyond the Station's reasonable control, Station fails to broadcast any or all of the announcement(s) or programs to be broadcast hereunder, Station shall not be in breach hereof, but Agency shall be entitled to an adjustment as follows: (i) if no part of a scheduled broadcast is made, a later broadcast shall be made at a reasonably satisfactory substitute date and time, and if no such time is available, the time charges allocable to the omitted broadcast shall be waived; (ii) if a material part, but not all, of a scheduled broadcast is omitted, a later broadcast shall be made at a reasonable substitute date and time, and Agency shall continue to pay full charge. The foregoing shall not deprive Agency of the benefit of any discounts which it would have earned hereunder if the broadcast had been made in its entirety.

4. PREEMPTIONS

Station shall have the right to cancel any broadcast or portion thereof covered by this contract in order to broadcast any program or event which, in the Station's sole discretion, it deems to be of greater public interest or significance. Station may also recapture time previously sold when necessary to comply with its obligations to make available "reasonable access" and/or "equal opportunities" to certain political candidates under the Communications Act of 1934, as amended. Station will notify Agency of such cancellation as promptly as reasonably possible, if the parties cannot agree upon a satisfactory substitute date and time, the broadcast so preempted shall be deemed canceled without affecting the rate, discounts or rights provided under this contract, except that Agency will not have to pay Station any charges allocable to the canceled broadcast.

5. FIXED RATE PURCHASES

Notwithstanding the provisions of Paragraphs 3 and 4 above, unless the omitted or preempted announcement was purchased as a single buy or at a fixed (i.e., not a preemptible) rate, and it is so indicated on the face of this contract, Station may preempt at its sole discretion for any reason. In the event of preemption or omission, unless otherwise agreed to by Station, Agency shall continue to pay the full charge (no credit or refund will be given) but Agency shall be accorded another announcement at a reasonably satisfactory substitute date and time, at no additional charge therefor.

. AGENCY MATERIAL

All commercial materials (if so specified on the face of this contract, all program materials, including talent) shall be furnished by Agency and delivered to Station at Agency's sole cost and expense. Agency shall deliver all materials not less than 48 hours (exclusive of Saturdays, Sundays and holidays) in advance of broadcast. All materials furnished by Agency (i) shall not be contrary to the public interest, (ii) shall conform to the Station's then existing program and operating policies and quality standards, and (iii) are subject to Station's prior approval and continuing right to reject or to cause Agency to edit such materials. Station will not be liable for loss or damage to Agency's material or, even if accepted by Station, for communications from others.

If Agency requests within 30 days of last broadcast hereunder, Station will, at Agency's expense, return Agency material to Agency. If Agency does not so request, Station has the right to dispose of all Agency material any time after 60 days following the last broadcast hereunder.

7. INDEMNIFICATION

Agency and Advertiser will jointly and severally indemnify and hold harmless Station from and against all claims, demands, debts, obligations or charges (including reasonable attorney fees and disbursements) which arise out of or result from the broadcast, preparation for broadcast or contemplated broadcast of materials furnished by or on behalf of Agency and/or Advertiser or furnished by Station at Agency's request for use in connection with Agency's or Advertiser's commercial material, and Station will similarly indemnify and hold harmless Agency and Advertiser with respect to all materials furnished by Station. The indemnitee shall promptly notify and cooperate with the indemnitor with respect to any claim. The provisions of this paragraph shall survive the termination or expiration of this contract.

8. CONSEQUENTIAL DAMAGES

Agency and Station hereby agree that consequential damages resulting from any breach of this contract, pursuant to Paragraph 2, or any omission of broadcast, pursuant to Paragraph 3, or any preemption of broadcast, pursuant to Paragraph 4, are speculative and neither Agency not Station shall be held liable for any consequential damages incurred. This consequential damage exclusion provision is an allocation of risk separate and apart from provisions specifying or limiting either Agency's or Station's remedies for breach.

9. GENERAL

(a) Station will broadcast the announcements and programs covered by this contract on the dates and at the approximate hourly times provided on the

face hereof.

| (b) | The Station shall exercise normal precautions in handling of property and mail, but assumes no liability for loss or damage to program or commercia |
|-------------------------------------|---|
| materials and other property furnis | hed by the Agency in connection with broadcasts hereunder. The Station will not accept or process mail, correspondence, or telephone calls in |
| connection with broadcasts except | after its prior approval. |

- Agency is acting as agent for a disclosed principal (i.e., the Advertiser named on the face hereof) and Agency will act as agent for making payment on all billings hereunder. However, Agency shall be primarily liable for the Advertiser's payment of sums due hereunder and Station shall look initially to Agency for the payment thereof unless and until Agency fails to timely remit payment or becomes insolvent. Advertiser shall be liable to Station and not to agency on all unpaid billings for services rendered by Station hereunder (excluding advertising agency commissions), but only to the extent that Advertiser has not theretofore made payment to the Agency thereon, and to the extent that Advertiser has theretofore made payment to the Agency thereon (i) while knowing that Agency has entered into an agreement or arrangement purporting to assign or pledge to a third party monies which may be or become payable by Advertiser or Agency, or that Agency was in danger of becoming insolvent; or (ii) after receiving notice (together with a current statement of account) from Station that Agency is seriously delinquent under this or any other advertising agreement(s) between Station and Agency be failing to make payment on billings within 45 days after the end of the month in which service is provided thereunder. Nothing herein contained relating to the payment of billings by Agency shall be construed so as to relieve Advertiser of, or diminish Advertiser's liability for breach of its obligations hereunder. If this contract is with a media buying service, all references herein to Agency shall apply to the media buying service. If this contract is made directly with Advertiser, references herein to Agency shall apply to Advertiser except that in such case no commission will be allowed.
- (d) Agency shall not assign this contract except to another agency which succeeds to its business of representing Advertiser and provided such other agency assumes all its obligations hereunder. Advertiser may, upon notice to Station, change its agency and only the successor agency shall be entitled to commissions, if any, on billings for broadcasts thereafter. Station is not required to broadcast hereunder for the benefit of any person other than Advertiser, or for a product or service other than that named on the face hereof.
- (e) This contract contains the entire understanding between the parties, cannot be changed or terminated orally, and shall be construed in accordance with the laws of the State of New York, and with the Communications Act of 1934, as amended, and with the rules and regulations of the FCC issued pursuant thereto. When there is any inconsistency between these standard conditions and a provision on the face hereof, the latter shall govern. Failure of either party to enforce any of the provisions hereof shall not be construed as a general relinquishment or waiver of that or any other provision. All notices hereunder (except for notices under Paragraph 4) shall be in writing, given only by prepaid telegram or mail, addressed to the other party at the address on the face hereof, and shall be deemed given on the date of dispatch.

[For additional information relating to political advertising, Agencies and Advertisers are encouraged to request a copy of the Station's current political advertising disclosure statement.]

CONTRACT

Contract Agreement Between: **WISN TV** 759 N. 19th Street Milwaukee, WI 53233 (414)342-8812

And:

Strategic Media - DC 3299 K St NW Suite 200 Washington, DC 20007

| | Contract / Re | vicion | | Alt Order | a |
|-------------------------|--------------------|----------|------|-------------|----------------|
| | | | | Alt Order | _ |
| | 902207 | / 4 | | 06112213 | |
| Product | | | | <u> </u> | |
| NRSC | | | | | |
| Contract Dates | Estimate # | | | | |
| 10/31/12 - 11/06/12 | | | | | |
| <u>Advertiser</u> | | | Or | iginal Date | / Revision |
| NRSC National Republica | | | 1 | 11/01/12 | / 11/01/12 |
| | Billing Cycle | Billing | Cal | endar | Cash/Trade |
| | EOM/EOC | Broado | cast | | Cash |
| | <u>Station</u> | Accour | nt E | xecutive | Sales Office |
| | WISN | Will Hil | ldeb | randt | HRP -Washingto |
| | Special Handl | ing | | | |
| | | | | | |
| | <u>Demographic</u> | | | | |
| ļ | Adults 35+ | | | | |
| | | | | | |
| _ | | L | | | |
| ľ | IDB# | Adverti | ser | Code | Product Code |
| <u>L</u> | 9912521 | | | | |
| | Agency Ref | | | Advertiser | Ref |
| I | | | | | I |

| *Line Ch Start Date End Date Description | Start/End Time | Spots/
Days Length Week Rate | Type Spo | ts | Amount |
|--|------------------------------------|---------------------------------|----------|----|------------|
| 1 WISN 10/31/12 11/02/12 News M-F 5a <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> Week: 10/29/12 11/04/12WTF 3 | 5-6A
<u>Rate</u>
\$250.00 | :30 | NM | 3 | \$750.00 |
| 2 WISN 11/05/12 11/06/12 News M-F 5a <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> Week: 11/05/12 11/11/12 MT 2 | 5-6A
<u>Rate</u>
\$250.00 | :30 | NM | 2 | \$500.00 |
| 3 WISN 10/31/12 11/02/12 News M-F 6a Start Date End Date Weekdays Spots/Week Week: 10/29/12 11/04/12WTF 3 | 6-7A
<u>Rate</u>
\$500.00 | :30 | NM | 3 | \$1,500.00 |
| 4 WISN 11/05/12 11/06/12 News M-F 6a <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> Week: 11/05/12 11/11/12 MT 4 | 6-7A
<u>Rate</u>
\$500.00 | :30 | NM | 4 | \$2,000.00 |
| 5 WISN 10/31/12 11/02/12 Good Morning America <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> Week: 10/29/12 11/04/12wTF 3 | 7-9a
<u>Rate</u>
\$500.00 | :30 | NM | 3 | \$1,500.00 |
| 6 WISN 11/05/12 11/06/12 Good Morning America <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> Week: 11/05/12 11/11/12 MT 4 | 7-9a
<u>Rate</u>
\$500.00 | :30 | NM | 4 | \$2,000.00 |
| 7 WISN 10/31/12 11/02/12 Good Morning America <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> Week: 10/29/12 11/04/12WTF 3 | 7-9a
<u>Rate</u>
\$300.00 | :30 | NM | 3 | \$900.00 |
| 8 WISN 11/05/12 11/06/12 Good Morning America <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> Week: 11/05/12 11/11/12 MT 2 | 7-9a
<u>Rate</u>
\$300.00 | :30 | NM | 2 | \$600.00 |
| 9 WISN 10/31/12 11/02/12 The View <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> Week: 10/29/12 11/04/12wTF 3 | 10-11am
<u>Rate</u>
\$300.00 | :30 | NM | 3 | \$900.00 |
| 10 WISN 11/05/12 11/06/12 The View <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> Week: 11/05/12 11/11/12 MT 2 | 10-11am
<u>Rate</u>
\$300.00 | :30 | NM | 2 | \$600.00 |
| 11 WISN 10/31/12 11/02/12 THE CHEW | 12P-1P | :30 | NM | 3 | \$600.00 |

(* Line Transactions: N = New, E = Edited, D = Deleted)

Notwithstanding to whom bills are rendered, advertiser, agency and service, jointly and severally, shall remain obligated to pay to station the amount of any bills rendered by station within the time specified and until otherwise, on contracts, insertion orders, copy instructions or any correspondence when such conflict with the above terms and conditions. Four weeks advance cancellation notice is required unless otherwise specified.

Hearst television inc. does not discriminate in the sale of advertision time.



| | Contract / Revis | ion
4 | Alt Order #
06112213 |
|---------------------------------------|------------------|----------|---|
| Contract Dates
10/31/12 - 11/06/12 | Product
NRSC | | Estimate # |
| Advertiser
NRSC National Repub | lica | | iginal Date / Revision
11/01/12 / 11/01/12 |

| *Line Ch Start Date End Date Description | 01-4/5 | Spots/ | | | |
|--|---------------------------------------|---|-------------------|------|------------|
| Start Date End Date Weekdays Spots/Week | Start/End Time
Rate | Days Length Week Rate | TypeS | pots | Amount |
| Week: 10/29/12 11/04/12WTF 3 12 WISN 11/05/12 11/05/12 THE CHEW | \$200.00 | | | | |
| Start Date End Date Weekdays Spots/Week Week: 11/05/12 11/11/12 1 1 | 12P-1P
<u>Rate</u>
\$200.00 | :30 | NM | 1 | \$200.00 |
| 13 WISN 10/31/12 11/02/12 3-4p <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> Week: 10/29/12 11/04/12WTF 3 | 3-4p
<u>Rate</u>
\$500.00 | :30 | NM | 3 | \$1,500.00 |
| 14 WISN 11/05/12 11/05/12 3-4p <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> Week: 11/05/12 11/11/12 1 1 | 3-4p
<u>Rate</u>
\$500.00 | :30 | NM | 1 | \$500.00 |
| 15 WISN 10/31/12 11/02/12 DR. OZ Start Date End Date Weekdays Spots/Week Week: 10/29/12 11/04/12WTF 3 | 4P-5P
<u>Rate</u>
\$550.00 | :30 | NM | 3 | \$1,650.00 |
| 16 WISN 11/05/12 11/05/12 DR. OZ Start Date End Date Weekdays Spots/Week Week: 11/05/12 11/11/12 1 1 | 4P-5P
<u>Rate</u>
\$550.00 | :30 | NM | 1 | \$550.00 |
| 17 WISN 10/31/12 11/02/12 News M-F 5p Start Date | 5-530pm
<u>Rate</u>
\$850.00 | :30 | NM | 3 | \$2,550.00 |
| 18 WISN 11/05/12 11/05/12 News M-F 5p Start Date | 5-530pm
<u>Rate</u>
\$850.00 | :30 | NM | 1 | \$850.00 |
| N 19 WISN 10/31/12 11/02/12 News M-F 6p <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> Week: 10/29/12 11/04/12WTF 3 | 6-630pm
<u>Rate</u>
\$1,000.00 | :30 | NM | 1 | \$1,000.00 |
| <u>Spot Ch Date Range Description</u> 1 WISN 10/29/12-11/04/12 News M-F 6p See MG 41.2,41.3,41.4,41.5,41.6 | Start/End Time
6-630pm | Weekdays Length Rate wThF :30 \$1,000.00 | <u>Type</u>
NM | | |
| 2 WISN 10/29/12-11/04/12 News M-F 6p
Credited | 6-630pm | WThF :30 \$1,000.00 | NM | | |
| Start Date End Date Weekdays Spots/Week Week: 11/05/12 11/11/12 1 1 | 6-630pm
<u>Rate</u>
\$1,000.00 | :30 | NM | 1 | \$1,000.00 |
| 21 WISN 10/31/12 11/02/12 Entertainment Tonigh Start Date End Date Weekdays Spots/Week Week: 10/29/12 11/04/12WTF 3 | 630p-7pm
<u>Rate</u>
\$800.00 | :30 | NM | 3 | \$2,400.00 |
| Start Date End Date Weekdays Spots/Week Week: 11/05/12 11/11/12 1 1 | 630p-7pm
<u>Rate</u>
\$800.00 | :30 | NM | 1 | \$800.00 |
| Week: 10/29/12 End Date Weekdays Spots/Week W-F 2 | 10-1030p
<u>Rate</u>
\$1,500.00 | :30 | NM | 2 | \$3,000.00 |
| Start Date End Date Weekdays Spots/Week Week: 10/29/12 11/04/12 1 1 | 1030p-11p
<u>Rate</u>
\$850.00 | :30 | NM | 1 | \$850.00 |
| 25 WISN 11/05/12 11/05/12 Late News 1030PM LTC Start Date End Date Weekdays Spots/Week Week: 11/05/12 11/11/12 1 1 | 1030p-11p
<u>Rate</u>
\$850.00 | :30 | NM | 1 | \$850.00 |

(* Line Transactions: N = New, E = Edited, D = Deleted)

Notwithstanding to whom bills are rendered, advertiser, agency and service, jointly and severally, shall remain obligated to pay to station the amount of any bills rendered by station within the time specified and until otherwise, on contracts, insertion orders, copy instructions or any correspondence when such conflict with the above terms and conditions. Four weeks advance cancellation notice is required unless otherwise specified.

Hearst television inc. does not discriminate in the sale of advertising time, and will accept to advertising time, and will accept to advertising time.

specified.

Hearst television inc, does not discriminate in the sale of advertising time, and will accept no advertising which is placed with an intent to discriminate on the basis of race or ethnicity. Advertiser hereby represents and warrants that it is not purchasing broadcast air time under this advertising sales contract for a discriminatory purpose, including but not limited to decisions not to place advertising on particular stations on the basis of race or ethnicity.

11/01/12 / 11/01/12



Contract / Revision Alt Order# 902207 06112213 1 Contract Dates Product Estimate # 10/31/12 - 11/06/12 NRSC Advertiser Original Date / Revision

NRSC National Republica

| | | Spots/ | | | |
|---|------------------------------|--|--------------------------|-----|----------------|
| *Line Ch Start Date End Date Description | Start/End Time | Days Length Week Rate | TypeSpo | ots | Amount |
| Start Date End Date Weekdays Spots/Week | Rate | | | | |
| 26 WISN 11/05/12 11/05/12 DWTS Start Date End Date Weekdays Spots/Week | Prime Other | :30 | NM | 1 | \$5,000.00 |
| Week: 11/05/12 11/11/12 1 1 | <u>Rate</u>
\$5,000.00 | | | | |
| 27 WISN 11/05/12 11/05/12 CASTLE | Mon 9-10p | :30 | NM | 1 | \$3,500.00 |
| Start Date End Date Weekdays Spots/Week Week: 11/05/12 11/11/12 1 1 | <u>Rate</u>
\$3,500.00 | | | | 40,000.00 |
| Spot Ch Date Range Description | Start/End Time | <u>Weekdays</u> Length Rate | Tues | | |
| 1 WISN 11/05/12-11/11/12 CASTLE | Mon 9-10p | <u>Weekdays</u> <u>Length</u> <u>Rate</u>
M :30 \$3,500.00 | <u>Type</u>
NM | | |
| See MG 27.2 | | 25,200,00 |] | | |
| 2 WISN 11/04/12-11/04/12 America's Funnies Home \ | /id/Sun 6-7p | St :30 \$3,500.00 | NM | | |
| N 28 WISN 10/31/12 10/31/12 REVENGE | Wed 9-10p | :30 | NM | 0 | \$0.00 |
| Start Date End Date Weekdays Spots/Week Week: 10/29/12 11/04/12 1 1 | Rate | | | • | Ψ0.00 |
| Spot Ch Date Range Description | \$2,800.00
Start/End Time | Weekdays Length Rate | T | | |
| 1 WISN 10/29/12-11/04/12 REVENGE | Wed 9-10p | <u>vveekdays</u> <u>Length</u> <u>Rate</u>
W :30 \$2,800,00 | <u>Type</u>
<i>NM</i> | | |
| See MG 41.2,41.3,41.4,41.5,41.6 | | | , , , , | | |
| 29 WISN 11/03/12 11/03/12 Sat GMA Start Date End Date Weekdays Spots/Week | 6-7a | :30 | NM | 1 | \$500.00 |
| Start Date End Date Weekdays Spots/Week Week: 10/29/12 11/04/12 1- 1 | <u>Rate</u>
\$500.00 | | | | |
| 30 WISN 11/03/12 11/03/12 News Sat 7-9a | 7-9am | :30 | NM | 1 | \$350.00 |
| Start Date End Date Weekdays Spots/Week Week: 10/29/12 11/04/12 1- 1 | Rate | • | | • | φ330.00 |
| 31 WISN 11/03/12 11/03/12 CHRIS MATTHEWS 5-530 | \$350.00
5a-530p | | | | |
| Start Date End Date Weekdays Spots/Week | Rate | :30 | NM | 1 | \$500.00 |
| Week: 10/29/12 11/04/121 1 | \$500.00 | | | | |
| Spot Ch Date Range Description 1 WISN 10/29/12-11/04/12 CHRIS MATTHEWS 5-530 | Start/End Time | Weekdays Length Rate | <u>Type</u> | | |
| See MG 31.2 | 5a-530p | Sa :30 \$500.00 | NM | | |
| 2 WISN 11/04/12-11/04/12 Chris Matthews | 1030-11a | Si :30 \$500.00 | NM | | |
| (f) MG for 31.1 11/03 | | | | | |
| 32 WISN 11/03/12 11/03/12 News Sa 6p-7p Start Date End Date Weekdays Spots/Week | 6-7PM | :30 | NM | 1 | \$550.00 |
| Week: 10/29/12 11/04/121- 1 | <u>Rate</u>
\$550.00 | | | | |
| 33 WISN 11/04/12 11/04/12 Sun GMA | 6-7a | :30 | NM | 1 | \$400.00 |
| <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> Week: 10/29/12 11/04/121 1 | Rate | , | 1410) | • | \$400.00 |
| 34 WISN 11/04/12 11/04/12 News Sun 7-9a | \$400.00 | | | | |
| Start Date End Date Weekdays Spots/Week | 7-9am
<u>Rate</u> | :30 | NM | 1 | \$300.00 |
| Week: 10/29/12 11/04/121 1 | \$300.00 | | | | |
| 35 WISN 11/04/12 11/04/12 Sun 9-930A | 9-930A | :30 | NM | 1 | \$300.00 |
| Start Date End Date Weekdays Spots/Week Week: 10/29/12 11/04/12 1 1 | <u>Rate</u>
\$300.00 | | | | |
| 36 WISN 11/04/12 11/04/12 This Week With Georg | 930-1030am | :30 | NM | 1 | 6050.00 |
| Start Date End Date Weekdays Spots/Week | <u>Rate</u> | | IAIAI | 1 | \$850.00 |
| Week: 10/29/12 11/04/121 1 37 WISN 11/03/12 11/03/12 College Football Gam | \$850.00 | | | | |
| Start Date End Date Weekdays Spots/Week | 230p-6p
<u>Rate</u> | :30 | NM | 1 | \$1,000.00 |
| | Nate | | 1 | | |



| | Contract / Revis | sion
4 | Alt Order #
06112213 |
|---------------------------------------|------------------|-----------|---|
| Contract Dates
10/31/12 - 11/06/12 | Product
NRSC | | Estimate # |
| Advertiser NRSC National Repub | lica | - 1 | iginal Date / Revision
11/01/12 / 11/01/12 |

| *Line Ch Start Date End Date Description | Start/End Time | Spots/
Days Length Week Rate | Type Spot | ts Amount |
|---|---|---|--------------------------|--------------|
| <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> Week: 10/29/12 11/04/121- 1 | Rate | | туро орол | Amount |
| 38 WISN 11/04/12 11/04/12 News Sun 530pm Start Date End Date Weekdays Spots/Week Week: 10/29/12 11/04/121 1 | \$1,000.00
530-6p
<u>Rate</u>
\$500.00 | :30 | NM | 1 \$500.00 |
| N 39 WISN 11/04/12 11/04/12 ELECTION SPECIAL Start Date | Sun 6-7p
<u>Rate</u>
\$1,200.00 | :30 | NM | 0 \$0.00 |
| <u>Spot Ch Date Range Description</u> 1 WISN 10/29/12-11/04/12 ELECTION SPECIAL See MG 41.2,41.3,41.4,41.5,41.6 | Start/End Time
Sun 6-7p | Weekdays Length Rate St :30 \$1,200.00 | <u>Type</u>
<i>NM</i> | |
| 40 WISN 11/04/12 11/04/12 Late News 10pm LTC <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> Week: 10/29/12 11/04/121 1 | 10p-1030p
<u>Rate</u>
\$1,500.00 | :30 | NM | 1 \$1,500.00 |
| N 41 WISN 11/04/12 11/04/12 Late News SU 1030PM Start Date End Date Weekdays Spots/Week Week: 10/29/12 11/04/121 1 | 1030p-11p
<u>Rate</u>
\$850.00 | :30 | NM | 5 \$5,850.00 |
| <u>Spot Ch Date Range Description</u> 1 WISN 10/29/12-11/04/12 Late News SU 1030PM See MG 41.2,41.3,41.4,41.5,41.6 | Start/End Time
1030p-11p | Weekdays Length Rate St :30 \$850.00 | <u>Type</u>
NM | |
| 2 WISN 11/02/12-11/02/12 Late News 1030PM MG for 19.1,39.1,28.1,41.1 | 1030p-11p | F :30 \$2,000.00 | NM | |
| 3 WISN 11/02/12-11/02/12 LIVE WITH KELLY & MICH | Al9-10am | F :30 \$1,000.00 | NM | |
| 4 WISN 11/02/12-11/02/12 ANDERSON COOPER → MG for 19.1,39.1,28.1,41.1 | M-F 11A-12P | F :30 \$500.00 | NM | |
| 5 WISN 11/03/12-11/03/12 News Sat 7-9a MG for 19.1,39.1,28.1,41,1 | 7-9am | Sa :30 \$750.00 | NM | |
| 6 WISN 11/03/12-11/03/12 Late News Sa 10pm | 10-1035p | Sa :30 \$1,600.00 | NM | |
| 42 WISN 11/03/12 11/03/12 Sa 458-6a <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> Week: 10/29/12 11/04/12S- 1 | 456-6AM
<u>Rate</u>
\$700.00 | :30 | NM | 1 \$700.00 |
| 43 WISN 11/03/12 11/03/12 ABC Prime College Footbal Start Date End Date Weekdays Spots/Week Week: 10/29/12 11/04/12S- 1 | 7-1030p
Rate
\$2,500.00 | :30 | NM | 1 \$2,500.00 |
| 44 WISN 11/04/12 11/04/12 Su 458-6a <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> Week: 10/29/12 11/04/12S 1 | 458-6AM
<u>Rate</u>
\$700.00 | :30 | NM | 1 \$700.00 |
| | | | | |

Totals 76 \$54,550.00 Time Period **Gross Amount** # of Spots **Net Amount**

10/29/12 -11/06/12 76 \$54,550.00 \$46,367.50 Totals 76 \$54,550.00 \$46,367.50

| Signature: | Date: | |
|------------|-------|--|
| | | |



| | Contract / Revision
902207 / | 1 Alt Order #
06112213 |
|---------------------------------------|---------------------------------|---|
| Contract Dates
10/31/12 - 11/06/12 | Product
NRSC | Estimate # |
| Advertiser
NRSC National Repub | lica | Original Date / Revision
11/01/12 / 11/01/12 |

(* Line Transactions: N = New, E = Edited, D = Deleted)

Notwithstanding to whom bills are rendered, advertiser, agency and service, jointly and severally, shall remain obligated to pay to station the amount of any bills rendered by station within the time specified and until otherwise, on contracts, insertion orders, copy instructions or any correspondence when such conflict with the above terms and conditions. Four weeks advance cancellation notice is required unless otherwise specified.

Hearst television inc. does not discriminate in the sale of advertising time, and will accept to advertising which as intent to discriminate or the basic of advertising which is placed with an intent to discriminate or the basic of advertising time.

TERMS AND STANDARD CONDITIONS FOR PURCHASE OF BROADCAST ADVERTISING

The person, firm or other business entity ("Agency") contracting to purchase broadcast advertising time on behalf of the advertiser named on the face of this contract ("Advertiser") and the station accepting this contract ("Station") hereby agree that this contract shall be governed by the following conditions and terms:

1. **BILLING AND PAYMENTS**

- Station will, from time to time at intervals following broadcasts hereunder, bill Agency on behalf of Advertiser at address on the face hereof. Agency shall pay Station thereon at address on bill on or before the 15th day of each month following that in which broadcast occurred or on such other date as may be specified in the invoice.
- (b) Except where this contract is made directly with the Advertiser described on the face of this contract, it is understood that Agency makes this contract both for itself and as agent for the Advertiser and that Agency agrees, on behalf of the Advertiser and of itself, that Agency and Advertiser are and shall be jointly and severally liable for all payments to be made by agency to Station and for all obligations undertaken to be performed by Agency.

2. **TERMINATION**

- Unless otherwise specified on the face hereof, either party may terminate this contract, without cause, upon giving the other party at least 28 days prior notice provided that, if notice is given by Agency, termination shall not be effective until after two (2) weeks of broadcasting hereunder. If Agency so terminates this contract, it shall pay Station at the earned rate for all broadcasts pursuant to this contract through the effective date of termination.
- (b) Station may, upon notice to Agency, terminate this contract at any time; (i) upon material breach by Agency; (ii) if Station fails to receive timely payment on billing; or (iii) if Advertiser's or Agency's credit is, in Station's reasonable opinion, impaired. Upon such termination, all unpaid accrued charges hereunder shall immediately become due and payable. The Agency's only liability shall be to pay for telecasts completed hereunder prior to cancellation by Station.
- Agency may, upon notice to Station, terminate this contract at any time upon material breach by Station. Upon such termination, the Station's only liability shall be to pay as liquidated damages a sum equal to the lesser of the following: (i) the actual noncancellable out-of-pocket costs necessarily incurred by Agency in performance of this contract through date of such termination, or (ii) the total which would be due to Station hereunder if, on the date on which Agency gives notice of cancellation, Station had given notice of termination pursuant to Paragraph 2(a) effective at the earliest date permitted thereunder.
- Neither party shall have any liability to the other upon termination pursuant to this Paragraph 2, except as provided in this Paragraph 2 and Paragraph 7.

OMISSION OF BROADCAST

If, as a result of an act of God, force majeure, public emergency, labor dispute, restriction imposed by law or governmental order, mechanical breakdown, or where If, as a result of an act of God, *torce majeure*, public emergency, labor dispute, restriction imposed by law or governmental order, mechanical breakdown, or where necessary to enable the Station to comply with the Communications Act of 1934, as amended, to satisfy the "reasonable access" and/or "equal opportunity" requirements for certain proadcast hereunder, Station shall not be in breach hereof, but Agency shall be entitled to an adjustment as follows: (i) if no part of a scheduled broadcast is made, a later broadcast part, but not all, of a scheduled broadcast is omitted, a later broadcast shall be made at a reasonable broadcast is omitted, a later broadcast shall be made at a reasonable broadcast is omitted, a later broadcast shall be made at a reasonable broadcast is omitted, a later broadcast shall be made at a reasonable broadcast is omitted, a later broadcast shall be made at a reasonable substitute date and time, and Agency shall continue to pay full charge. The foregoing shall not deprive Agency of the benefit of any discounts which it would have earned hereunder if the broadcast had been made in its entirety.

4. **PREEMPTIONS**

Station shall have the right to cancel any broadcast or portion thereof covered by this contract in order to broadcast any program or event which, in the Station's sole discretion, it deems to be of greater public interest or significance. Station may also recapture time previously sold when necessary to comply with its obligations to make available "reasonable access" and/or "equal opportunities" to certain political candidates under the Communications Act of 1934, as amended. Station will notify Agency of south cancellation as promptly as reasonably possible, if the parties cannot agree upon a satisfactory substitute date and time, the broadcast so preempted shall be deemed canceled without affecting the rate, discounts or rights provided under this contract, except that Agency will not have to pay Station any charges allocable to the canceled broadcast.

FIXED RATE PURCHASES

Notwithstanding the provisions of Paragraphs 3 and 4 above, unless the omitted or preempted announcement was purchased as a single buy or at a fixed (i.e., not a preemptible) rate, and it is so indicated on the face of this contract, Station may preempt at its sole discretion for any reason. In the event of preemption or omission, unless otherwise agreed to by Station, Agency shall continue to pay the full charge (no credit or refund will be given) but Agency shall be accorded another announcement at a reasonably satisfactory

All commercial materials (if so specified on the face of this contract, all program materials, including talent) shall be furnished by Agency and delivered to Station at Agency's sole cost and expense. Agency shall deliver all materials not less than 48 hours (exclusive of Saturdays, Sundays and holidays) in advance of broadcast. All materials subject to Station's prior approval and continuing right to reject or to cause Agency to edit such materials. Station will not be liable for loss or damage to Agency's material or, even if

If Agency requests within 30 days of last broadcast hereunder, Station will, at Agency's expense, return Agency material to Agency. If Agency does not so request, Station has the right to dispose of all Agency material any time after 60 days following the last broadcast hereunder.

7. INDEMNIFICATION

Agency and Advertiser will jointly and severally indemnify and hold harmless Station from and against all claims, demands, debts, obligations or charges (including reasonable attorney fees and disbursements) which arise out of or result from the broadcast, preparation for broadcast or contemplated broadcast of materials furnished by or on behalf of Agency and/or Advertiser or furnished by Station at Agency's request for use in connection with Agency's or Advertiser's commercial material, and Station will similarly indemnify and hold harmless Agency and Advertiser with respect to all materials furnished by Station. The indemnitee shall promptly notify and cooperate with the indemnitor with respect to any claim. The provisions of this paragraph shall survive the termination or expiration of this contract.

CONSEQUENTIAL DAMAGES

Agency and Station hereby agree that consequential damages resulting from any breach of this contract, pursuant to Paragraph 2, or any omission of broadcast, pursuant to Paragraph 3, or any preemption of broadcast, pursuant to Paragraph 4, are speculative and neither Agency not Station shall be held liable for any consequential damages incurred. This consequential damage exclusion provision is an allocation of risk separate and apart from provisions specifying or limiting either Agency's or Station's remedies for breach.

9. **GENERAL**

Station will broadcast the announcements and programs covered by this contract on the dates and at the approximate hourly times provided on the (a)

face hereof.

| (b) The Station shall exercise normal precautions in handling o
materials and other property furnished by the Agency in connection with broadcasts hereunder,
connection with broadcasts except after its prior approval. | f property and mail, but assumes no liability for loss or damage to program or commercia
. The Station will not accept or process mail, correspondence, or telephone calls in |
|---|--|
|---|--|

- (c) Agency is acting as agent for a disclosed principal (i.e., the Advertiser named on the face hereof) and Agency will act as agent for making payment on all billings hereunder. However, Agency shall be primarily liable for the Advertiser's payment of sums due hereunder and Station shall look initially to Agency for the payment thereof unless and until Agency fails to timely remit payment or becomes insolvent. Advertiser shall be liable to Station and not to agency on all unpaid billings for services rendered by Station Advertiser has theretofore made payment to the Agency thereon, and to the extent that Advertiser has theretofore made payment to the Agency thereon, and to the extent that party monies which may be or become payable by Advertiser or Agency, or that Agency was in danger of becoming insolvent; or (ii) after receiving notice (together with a current statement of account) from Station that Agency is seriously delinquent under this or any other advertising agreement(s) between Station and Agency be failing to make payment on billings within 45 days after the end of the month in which service is provided thereunder. Nothing herein contained relating to the payment of billings by Agency shall be construed so apply to the media buying service, all references herein to Agency shall allowed.
- (d) Agency shall not assign this contract except to another agency which succeeds to its business of representing Advertiser and provided such other agency assumes all its obligations hereunder. Advertiser may, upon notice to Station, change its agency and only the successor agency shall be entitled to commissions, if any, on the face hereof.
- (e) This contract contains the entire understanding between the parties, cannot be changed or terminated orally, and shall be construed in accordance with the laws of the State of New York, and with the Communications Act of 1934, as amended, and with the rules and regulations of the FCC issued pursuant thereto. When there is be construed as a general relinquishment or waiver of that or any other provision. All notices hereunder (except for notices under Paragraph 4) shall be in writing, given only by prepaid telegram or mail, addressed to the other party at the address on the face hereof, and shall be deemed given on the date of dispatch.

[For additional information relating to political advertising, Agencies and Advertisers are encouraged to request a copy of the Station's current political advertising disclosure statement.]

CONTRACT



And:

Strategic Media - DC 3299 K St NW Suite 200 Washington, DC 20007

| i | Contract / Rev | vision | Ē | Alt Order# | | |
|-------------------------|----------------|---------|--------|--------------|---|--|
| | 902207 | / 5 | C | 06112213 | | |
| Product | | | | | | |
| NRSC | | | | | | |
| Contract Dates | Estimate # | | | | | |
| 10/31/12 - 11/06/12 | | | | | | |
| <u>Advertiser</u> | | | Orig | ginal Date / | / Revision | |
| NRSC National Republica | ın Senate Cor | nm | 11 | 1/05/12 | / 11/05/12 | |
| | Billing Cycle | Billing | Cale | ndar | Cash/Trade | |
| | EOM/EOC | | | | Cash | |
| | <u>Station</u> | | | ecutive | Sales Office | |
| | WISN | | | randt | HRP -Washing | |
| | Special Handl | ling | | | , | |
| | | | | | | |
| | Demographic | | | | | |
| | Adults 35+ | | | | | |
| | | | | | | |
| | | | | | | |
| | IDB# | Adverti | iser (| <u>Code</u> | Product Code | |
| | 9912521 | | | | | |
| | Agency Ref | | | Advertiser | Ref | |

Spots/ *Line Ch Start Date End Date Description Start/End Time Days Length Week Type Spots Rate Amount WISN 10/31/12 11/02/12 News M-F 5a 5-6A :30 NM 3 \$750.00 Start Date End Date <u>Weekdays</u> Spots/Week Rate Week: 10/29/12 11/04/12 --WTF--\$250.00 WISN 11/05/12 11/06/12 News M-F 5a 5-6A :30 NM 2 \$500.00 Start Date End Date Weekdays Spots/Week Rate Week: 11/05/12 11/11/12 MT----\$250.00 WISN 10/31/12 11/02/12 News M-F 6a 6-7A :30 NM 3 \$1,500.00 End Date Start Date <u>Weekdays</u> Spots/Week Rate Week: 10/29/12 11/04/12 \$500.00 WISN 11/05/12 11/06/12 News M-F 6a 6-7A :30 NM \$2,000.00 Start Date End Date Weekdays Spots/Week Rate Week: 11/05/12 11/11/12 MT----\$500.00 4 WISN 10/31/12 11/02/12 Good Morning America 7-9a :30 NM 3 \$1,500.00 Weekdays Start Date End Date Spots/Week Rate Week: 10/29/12 11/04/12 --WTF--\$500.00 WISN 11/05/12 11/06/12 Good Morning America :30 NM \$2,000.00 Start Date End Date Weekdays Spots/Week Rate Week: 11/05/12 11/11/12 MT----\$500.00 WISN 10/31/12 11/02/12 Good Morning America 7-9a :30 NM 3 \$900.00 Start Date End Date Weekdays Spots/Week Rate Week: 10/29/12 11/04/12 --WTF--\$300.00 3 WISN 11/05/12 11/06/12 Good Morning America 7-9a :30 NM \$600.00 Start Date End Date Weekdays Spots/Week Rate Week: 11/05/12 11/11/12 MT----\$300.00 2 WISN 10/31/12 11/02/12 The View 10-11am :30 NM 3 \$900.00 Start Date **End Date** Weekdays Spots/Week Rate Week: 10/29/12 11/04/12 --WTF--3 \$300.00 10 WISN 11/05/12 11/06/12 The View 10-11am :30 NM 2 \$600.00 Start Date End Date Weekdays Spots/Week Rate Week: 11/05/12 11/11/12 MT----2 \$300.00 11 WISN 10/31/12 11/02/12 THE CHEW 12P-1P :30 NM 3 \$600.00

(* Line Transactions: N = New, E = Edited, D = Deleted)

11/05/12 / 11/05/12



Contract / Revision Alt Order# 902207 / 5 06112213 Contract Dates Product Estimate # 10/31/12 - 11/06/12 NRSC Advertiser Original Date / Revision

NRSC National Republica

| *Line Ch Start Date End Date Description | Start/End Time | Spots/
Days Length Week Rate | Type S _f | oots | Amount |
|---|---------------------------------------|---|---------------------|------|------------|
| Start Date End Date Weekdays Spots/Week Week: 10/29/12 11/04/12 wtf 3 | <u>Rate</u>
\$200.00 | | 1,7,7.5.7 | | Autount |
| 12 WISN 11/05/12 11/05/12 THE CHEW <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> Week: 11/05/12 11/11/12 1 1 | 12P-1P
<u>Rate</u>
\$200.00 | :30 | NM | 1 | \$200.00 |
| 13 WISN 10/31/12 11/02/12 3-4p <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> Week: 10/29/12 11/04/12WTF 3 | 3-4p
<u>Rate</u>
\$500.00 | :30 | NM | 3 | \$1,500.00 |
| 14 WISN 11/05/12 11/05/12 3-4p <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> Week: 11/05/12 11/11/12 1 1 | 3-4p
<u>Rate</u>
\$500.00 | :30 | NM | 1 | \$500.00 |
| 15 WISN 10/31/12 11/02/12 DR. OZ <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> Week: 10/29/12 11/04/12wTF 3 | 4P-5P
<u>Rate</u>
\$550.00 | :30 | NM | 3 | \$1,650.00 |
| 16 WISN 11/05/12 11/05/12 DR. OZ <u>Start Date End Date Weekdays Spots/Week</u> Week: 11/05/12 11/11/12 1 1 | 4P-5P
<u>Rate</u>
\$550.00 | :30 | NM | 1 | \$550.00 |
| 17 WISN 10/31/12 11/02/12 News M-F 5p <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> Week: 10/29/12 11/04/12wTF 3 | 5-530pm
<u>Rate</u>
\$850.00 | :30 | NM | 3 | \$2,550.00 |
| 18 WISN 11/05/12 11/05/12 News M-F 5p <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> Week: 11/05/12 11/11/12 1 1 | 5-530pm
<u>Rate</u>
\$850.00 | :30 | NM | 1 | \$850.00 |
| 19 WISN 10/31/12 11/02/12 News M-F 6p Start Date End Date Weekdays Spots/Week Week: 10/29/12 11/04/12WTF 3 | 6-630pm
<u>Rate</u>
\$1,000.00 | :30 | NM | 1 | \$1,000.00 |
| <u>Spot Ch Date Range Description</u> 1 WISN 10/29/12-11/04/12 News M-F 6p See MG 41.2,41.3,41.4,41.5,41.6 | Start/End Time
6-630pm | Weekdays Length Rate WThF :30 \$1,000.00 | Type
NM | | |
| 2 WISN 10/29/12-11/04/12 News M-F 6p
Credited | 6-630pm | WThF :30 \$4,000.00 | NM | | |
| 20 WISN 11/05/12 11/05/12 News M-F 6p Start Date End Date Weekdays Spots/Week Week: 11/05/12 11/11/12 1 1 | 6-630pm
<u>Rate</u>
\$1,000.00 | :30 | NM | 1 | \$1,000.00 |
| 21 WISN 10/31/12 11/02/12 Entertainment Tonigh Start Date End Date Weekdays Spots/Week Week: 10/29/12 11/04/12WTF 3 | 630p-7pm
<u>Rate</u>
\$800.00 | :30 | NM | 3 | \$2,400.00 |
| 22 WISN 11/05/12 11/05/12 Entertainment Tonigh Start Date End Date Weekdays Spots/Week Week: 11/05/12 11/11/12 1 1 | 630p-7pm
<u>Rate</u>
\$800.00 | :30 | NM | 1 | \$800.00 |
| 23 WISN 10/31/12 11/02/12 Late News 10PM LTC <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> Week: 10/29/12 11/04/12W-F 2 | 10-1030p
<u>Rate</u>
\$1,500.00 | :30 | NM | 2 | \$3,000.00 |
| 24 WISN 11/01/12 11/01/12 Late News 1030PM LTC Start Date End Date Weekdays Spots/Week Week: 10/29/12 11/04/12 1 1 | 1030p-11p
<u>Rate</u>
\$850.00 | :30 | NM | 1 | \$850.00 |
| 25 WISN 11/05/12 11/05/12 Late News 1030PM LTC Start Date | 1030p-11p
<u>Rate</u>
\$850.00 | :30 | NM | 1 | \$850.00 |

(* Line Transactions: N = New, E = Edited, D = Deleted)

Notwithstanding to whom bills are rendered, advertiser, agency and service, jointly and severally, shall remain obligated to pay to station the amount of any bills rendered by station within the time specified and until otherwise, on contracts, insertion orders, copy instructions or any correspondence when such conflict with the above terms and conditions. Four weeks advance cancellation notice is required unless otherwise specified.



Contract / Revision Alt Order# 902207 / 5 06112213 Contract Dates Product Estimate # 10/31/12 - 11/06/12 NRSC

Advertiser Original Date / Revision NRSC National Republica 11/05/12 / 11/05/12

| *Line Ch Start Date End Date Description | Start/End Time | Spots/
Days Length Week Rate | Tura Carata | |
|--|---------------------------|------------------------------------|-------------|----------------|
| Start Date End Date Weekdays Spots/Week | Rate | Dayo Length Week Rate | Type Spots | Amount |
| 26 WISN 11/05/12 11/05/12 DWTS | Prime Other | -00 | | |
| Start Date End Date Weekdays Spots/Week | Rate | :30 | NM 1 | \$5,000.00 |
| Week: 11/05/12 11/11/12 1 1 | \$5,000.00 | | | |
| 27 WISN 11/05/12 11/05/12 CASTLE | Mon 9-10p | :30 | | |
| Start Date End Date Weekdays Spots/Week | Rate | .30 | NM 1 | \$3,500.00 |
| Week: 11/05/12 11/11/12 1 1 | \$3,500.00 | | | |
| Spot Ch Date Range Description | Start/End Time | Weekdays Length Rate | Type | |
| 1 WISN 11/05/12-11/11/12 CASTLE
See MG 27.2 | Mon 9-10p | M:30 \$3,500.00 | NM | |
| | | · | , | |
| 2 WISN 11/04/12-11/04/12 America's Funnies Home \ ⊕ MG for 27.1 11/05 | /idcSun 6-7p | St :30 \$3,500.00 | NM | |
| 28 WISN 10/31/12 10/31/12 REVENGE | | | | |
| Ot 1 = 1 = 1 = 1 | Wed 9-10p | :30 | NM 0 | \$0.00 |
| Week: 10/29/12 11/04/12 ——1——— Spots/Week | <u>Rate</u>
\$2,800.00 | | | ***** |
| Spot Ch Date Range Description | Start/End Time | Wookdoup Landle D. | _ | |
| 1 WISN 10/29/12-11/04/12 REVENGE | Wed 9-10p | Weekdays <u>Length</u> <u>Rate</u> | <u>Type</u> | |
| See MG 41.2,41.3,41.4,41.5,41.6 | 110d b-10p | W :30 \$2,800.0 0 | NM | |
| 29 WISN 11/03/12 11/03/12 Sat GMA | 6-7a | :30 | | |
| Start Date End Date Weekdays Spots/Week | Rate | .50 | NM 1 | \$500.00 |
| Week: 10/29/12 11/04/121 1 | \$500.00 | | | |
| 30 WISN 11/03/12 11/03/12 News Sat 7-9a | 7-9am | :30 | NM 1 | #050.00 |
| Start Date End Date Weekdays Spots/Week | Rate | .00 | NM 1 | \$350.00 |
| Week: 10/29/12 11/04/121- 1 | \$350.00 | | : | |
| 31 WISN 11/03/12 11/03/12 CHRIS MATTHEWS 5-530 | 5a-530p | :30 | NM 1 | \$500.00 |
| Start Date End Date Weekdays Spots/Week Week: 10/29/12 11/04/121 | <u>Rate</u> | | 11101 | \$500.00 |
| | \$500.00 | | | |
| Spot Ch Date Range Description 1 WISN 10/29/12-11/04/12 CHRIS MATTHEWS 5-530 | Start/End Time | Weekdays Length Rate | <u>Type</u> | |
| See MG 31.2 | 5a-530p | Sa :30 \$500.00 | NM | |
| 2 WISN 11/04/12-11/04/12 Chris Matthews | 1030-11a | 5. 60 4 | | |
| ® MG for 31.1 11/03 | 1050-11a | Si :30 \$500.00 | NM | |
| N 32 WISN 11/03/12 11/03/12 News Sa 6p-7p | 6-7PM | | | |
| Start Date End Date Weekdays Spots/Week | Rate | :30 | NM 1 | \$550.00 |
| Week: 10/29/12 11/04/121- 1 | \$550.00 | | | |
| Spot Ch Date Range Description | Start/End Time | Weekdays Length Rate | Type | |
| 1 WISN 10/29/12-11/04/12 News Sa 6p-7p | 6-7PM | Sa :30 \$550.00 | NM | |
| See MG 32.2 | | | | |
| 2 WISN 11/04/12-11/04/12 News Sun 7-9a | 7-9am | St :30 \$550.00 | NM | |
| | | | | |
| 33 WISN 11/04/12 11/04/12 Sun GMA Start Date End Date Weekdays Spots/Week | 6-7a | :30 | NM 1 | \$400.00 |
| Start Date End Date Weekdays Spots/Week Week: 10/29/12 11/04/12 1 1 | Rate | | | 7 10 0.00 |
| 34 WISN 11/04/12 11/04/12 News Sun 7-9a | \$400.00 | | | |
| Or 1 C | 7-9am | :30 | NM 1 | \$300.00 |
| Week: 10/29/12 11/04/121 Spots/Week | <u>Rate</u>
\$300.00 | | | |
| 35 WISN 11/04/12 11/04/12 Sun 9-930A | 9-930A | | | |
| Start Date End Date Weekdays Spots/Week | 9-930A
Rate | :30 | NM 1 | \$300.00 |
| Week: 10/29/12 11/04/121 1 | \$300.00 | | | |
| | | | | |

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Notwithstanding to whom bills are rendered, advertiser, agency and service, jointly and service, lostly and service, severally, shall remain obligated to pay to station the amount of any bills rendered by station within the time specified and until otherwise, on contracts, insertion orders, copy instructions or any correspondence when such conflict with the above terms and conditions. Four weeks advance cancellation notice is required unless otherwise

\$54,550.00

11/05/12 / 11/05/12



Contract / Revision Alt Order# 902207 06112213 / 5 Contract Dates Product Estimate # 10/31/12 - 11/06/12 NRSC Advertiser Original Date / Revision

NRSC National Republica

| *Line Ch Start Date End Date Description | 04-45-1- | Spots/ | | | |
|--|-------------------------|-------------------------------|-------------|------|------------|
| | Start/End Time | Days Length Week Rate | Type S | pots | Amount |
| 36 WISN 11/04/12 11/04/12 This Week With Georg Start Date End Date Weekdays Spots/Week | 930-1030am | :30 | NM | 1 | \$850.00 |
| Week: 10/29/12 11/04/121 1 | <u>Rate</u>
\$850.00 | | | | |
| 37 WISN 11/03/12 11/03/12 College Football Gam | 230p-6p | | | | |
| Start Date End Date Weekdays Spots/Week | 230p-6p
Rate | :30 | NM | 1 | \$1,000.00 |
| Week: 10/29/12 11/04/121 1 | \$1,000.00 | | | | |
| 38 WISN 11/04/12 11/04/12 News Sun 530pm | 530-6p | :30 | NM | | \$500.00 |
| Start Date End Date Weekdays Spots/Week | <u>Rate</u> | .00 | INIVI | 1 | \$500.00 |
| Week: 10/29/12 11/04/121 1 | \$500.00 | | ı | | |
| 39 WISN 11/04/12 11/04/12 ELECTION SPECIAL | Sun 6-7p | :30 | NM | 0 | \$0.00 |
| Start Date End Date Weekdays Spots/Week Week: 10/29/12 11/04/121 1 | <u>Rate</u> | | 1 | · | Ψ0.00 |
| week: 10/29/12 | \$1,200.00 | | | | |
| 1 WISN 10/29/12-11/04/12 ELECTION SPECIAL | Start/End Time | Weekdays Length Rate | <u>Type</u> | | |
| See MG 41.2,41.3,41.4,41.5,41.6 | Sun 6-7p | St :30 \$ 1,200.00 | NM | | |
| 40 WISN 11/04/12 11/04/12 Late News 10pm LTC | 10p-1030p | | | | |
| Start Date End Date Weekdays Spots/Week | Rate | :30 | NM | 1 | \$1,500.00 |
| Week: 10/29/12 11/04/121 1 | \$1,500.00 | | | | |
| 41 WISN 11/04/12 11/04/12 Late News SU 1030PM | 1030p-11p | :30 | NIL 4 | _ | |
| Start Date End Date Weekdays Spots/Week | Rate | .50 | NM | 5 | \$5,850.00 |
| Week: 10/29/12 11/04/121 1 | \$850.00 | | | | |
| Spot Ch Date Range Description | Start/End Time | Weekdays Length Rate | <u>Type</u> | | |
| 1 WISN 10/29/12-11/04/12 Late News SU 1030PM | 1030p-11p | St :30 \$850,00 | NM | | |
| See MG 41.2,41.3,41.4,41.5,41.6
2 WISN 11/02/12-11/02/12 Late News 1030PM | 1000- 11- | | | | |
| ® MG for 19.1,39.1,28.1,41.1 | 1030p-11p | F :30 \$2,000.00 | NM | | |
| 3 WISN 11/02/12-11/02/12 LIVE WITH KELLY & MICH | Al9-10am | F :30 \$1,000.00 | | | |
| MG for 19.1,39.1,28.1,41.1 | , | 30 \$1,000,00 | NM | | |
| 4 WISN 11/02/12-11/02/12 ANDERSON COOPER | M-F 11A-12P | F :30 \$500.00 | NM | | |
| (h) MG for 19.1,39.1,28.1,41.1 | | · | | | |
| 5 WISN 11/03/12-11/03/12 News Sat 7-9a | 7-9am | Sa :30 \$750.00 | NM | | |
| | 40 400# | | | | |
| (ii) MG for 19.1,39.1,28.1,41.1 | 10-1035p | Sa :30 \$1,600.00 | NM | | |
| 42 WISN 11/03/12 11/03/12 Sa 458-6a | 456-6AM | | | | |
| Start Date End Date Weekdays Spots/Week | 456-6AIVI
Rate | :30 | NM | 1 | \$700.00 |
| Week: 10/29/12 11/04/12S- 1 | \$700.00 | | | | |
| 43 WISN 11/03/12 11/03/12 ABC Prime College Footbal | 7-1030p | :30 | NM | 1 | PO 500 00 |
| Start Date End Date Weekdays Spots/Week | Rate | .00 | IAINI | ı | \$2,500.00 |
| Week: 10/29/12 11/04/12S- 1 | \$2,500.00 | | | | |
| 44 WISN 11/04/12 11/04/12 Su 458-6a | 458-6AM | :30 | NM | 1 | \$700.00 |
| Week: 10/29/12 End Date Weekdays Spots/Week | Rate | | , | • | ψ. 00.00 |
| vveek: 10/29/12 11/04/12S 1 | \$700.00 | | | | |
| | | | | | |

| Time Period | # of Spots | Gross Amount | Net Amount |
|--------------------|------------|--------------|-------------|
| 10/29/12 -11/06/12 | 76 | \$54,550.00 | \$46,367.50 |
| Totals | 76 | \$54,550,00 | \$46,367,50 |

Totals

(* Line Transactions: N = New, E = Edited, D = Deleted)

Notwithstanding to whom bills are rendered, advertiser, agency and service, jointly and serverally, shall remain obligated to pay to station the amount of any bills rendered by station within the time specified and until payment in full is received by station. Payment by advertiser to agency or to service or payment by agency to service, shall not constitute payment to station. Station will not be bound by conditions, printed or otherwise, on contracts, insertion orders, copy instructions or any correspondence when such conflict with the above terms and conditions. Four weeks advance cancellation notice is required unless otherwise specified.

Contract Agreement Between:

WISN TV 759 N. 19th Street Milwaukee, WI 53233 (414)342-8812

| | Contract / Revision
902207 / 5 | Alt Order #
06112213 |
|---------------------------------------|-----------------------------------|-------------------------|
| Contract Dates
10/31/12 - 11/06/12 | Product
NRSC | Estimate # |
| Advertiser NRSC National Republica | | <u> </u> |

Print Date 11/05/12

Page 5 of 7

| Signature: | Date: | |
|------------|-------|--|
|------------|-------|--|

(* Line Transactions: N = New, E = Edited, D = Deleted)

Notwithstanding to whom bills are rendered, advertiser, agency and service, jointly and severally, shall remain obligated to pay to station the amount of any bills rendered by station within the time specified and until payment in full is received by station. Payment by advertiser to agency or to service or payment by agency to service, shall not constitute payment to station. Station will not be bound by conditions, printed or otherwise, on contracts, insertion orders, copy instructions or any correspondence when such conflict with the above terms and conditions. Four weeks advance cancellation notice is required unless otherwise specified.

TERMS AND STANDARD CONDITIONS FOR PURCHASE OF BROADCAST ADVERTISING

The person, firm or other business entity ("Agency") contracting to purchase broadcast advertising time on behalf of the advertiser named on the face of this contract ("Advertiser") and the station accepting this contract ("Station") hereby agree that this contract shall be governed by the following conditions and terms:

1. **BILLING AND PAYMENTS**

Station will, from time to time at intervals following broadcasts hereunder, bill Agency on behalf of Advertiser at address on the face hereof. Agency shall pay Station thereon at address on bill on or before the 15th day of each month following that in which broadcast occurred or on such other date as may be specified in the invoice.

(b) Except where this contract is made directly with the Advertiser described on the face of this contract, it is understood that Agency makes this contract both for itself and as agent for the Advertiser and that Agency agrees, on behalf of the Advertiser and of itself, that Agency and Advertiser are and shall be jointly and severally liable for all payments to be made by agency to Station and for all obligations undertaken to be performed by Agency.

2. **TERMINATION**

- Unless otherwise specified on the face hereof, either party may terminate this contract, without cause, upon giving the other party at least 28 days prior notice provided that, if notice is given by Agency, termination shall not be effective until after two (2) weeks of broadcasting hereunder. If Agency so terminates this contract, it shall pay Station at the earned rate for all broadcasts pursuant to this contract through the effective date of termination.
- (b) Station may, upon notice to Agency, terminate this contract at any time; (i) upon material breach by Agency; (ii) if Station fails to receive timely payment on billing; or (iii) if Advertiser's or Agency's credit is, in Station's reasonable opinion, impaired. Upon such termination, all unpaid accrued charges hereunder shall immediately become due and payable. The Agency's only liability shall be to pay for telecasts completed hereunder prior to cancellation by Station.
- (c) Agency may, upon notice to Station, terminate this contract at any time upon material breach by Station. Upon such termination, the Station's only of this contract through date of such termination, or (ii) the total which would be due to Station hereunder if, on the date on which Agency gives notice of cancellation, Station had given notice of termination pursuant to Paragraph 2(a) effective at the earliest date permitted thereunder.
- Neither party shall have any liability to the other upon termination pursuant to this Paragraph 2, except as provided in this Paragraph 2 and Paragraph 7.

OMISSION OF BROADCAST

If, as a result of an act of God, force majeure, public emergency, labor dispute, restriction imposed by law or governmental order, mechanical breakdown, or where necessary to enable the Station to comply with the Communications Act of 1934, as amended, to satisfy the "reasonable access" and/or "equal opportunity" requirements for certain political candidates, or any other similar or dissimilar cause beyond the Station's reasonable control, Station fails to broadcast any or all of the announcement(s) or programs to be political candidates, or any other similar or dissimilar cause beyond the Station's reasonable control, Station fails to broadcast any or all of the announcement(s) or programs to be broadcast hereunder. Station shall not be in breach hereof, but Agency shall be entitled to an adjustment as follows: (i) if no part of a scheduled broadcast is made, a later broadcast shall be made at a reasonably satisfactory substitute date and time, and if no such time is available, the time charges allocable to the omitted broadcast shall be waived; (ii) if a material part, but not all, of a scheduled broadcast is omitted, a later broadcast shall be made at a reasonable substitute date and time, and Agency shall continue to pay full charge. The foregoing shall not deprive Agency of the benefit of any discounts which it would have earned hereunder if the broadcast had been made in its entirety.

4. **PREEMPTIONS**

Station shall have the right to cancel any broadcast or portion thereof covered by this contract in order to broadcast any program or event which, in the Station's sole discretion, it deems to be of greater public interest or significance. Station may also recapture time previously sold when necessary to comply with its obligations to make available "reasonable access" and/or "equal opportunities" to certain political candidates under the Communications Act of 1934, as amended. Station will notify Agency of such cancellation as promptly as reasonably possible, if the parties cannot agree upon a satisfactory substitute date and time, the broadcast so preempted shall be deemed canceled without affecting the rate, discounts or rights provided under this contract, except that Agency will not have to pay Station any charges allocable to the canceled broadcast.

5. **FIXED RATE PURCHASES**

Notwithstanding the provisions of Paragraphs 3 and 4 above, unless the omitted or preempted announcement was purchased as a single buy or at a fixed (i.e., not a preemptible) rate, and it is so indicated on the face of this contract, Station may preempt at its sole discretion for any reason. In the event of preemption or omission, unless otherwise agreed to by Station, Agency shall continue to pay the full charge (no credit or refund will be given) but Agency shall be accorded another announcement at a reasonably satisfactory substitute date and time, at no additional charge therefor.

AGENCY MATERIAL

All commercial materials (if so specified on the face of this contract, all program materials, including talent) shall be furnished by Agency and delivered to Station at Agency's sole cost and expense. Agency shall deliver all materials not less than 48 hours (exclusive of Saturdays, Sundays and holidays) in advance of broadcast. All materials furnished by Agency (i) shall not be contrary to the public interest, (ii) shall conform to the Station's then existing program and policies and quality standards, and (iii) are subject to Station's prior approval and continuing right to reject or to cause Agency to edit such materials. Station will not be liable for loss or damage to Agency's material or, even if

If Agency requests within 30 days of last broadcast hereunder, Station will, at Agency's expense, return Agency material to Agency. If Agency does not so request, Station has the right to dispose of all Agency material any time after 60 days following the last broadcast hereunder.

7. INDEMNIFICATION

Agency and Advertiser will jointly and severally indemnify and hold harmless Station from and against all claims, demands, debts, obligations or charges (including reasonable attorney fees and disbursements) which arise out of or result from the broadcast, preparation for broadcast or contemplated broadcast of materials furnished by or on behalf hold harmless Agency and Advertiser with respect to all materials furnished by Station. The indemnites shall promptly notify and cooperate with the indemnitor with respect to any claim. The provisions of this paragraph shall survive the termination or expiration of this contract.

8. CONSEQUENTIAL DAMAGES

Agency and Station hereby agree that consequential damages resulting from any breach of this contract, pursuant to Paragraph 2, or any omission of broadcast, pursuant to Paragraph 3, or any preemption of broadcast, pursuant to Paragraph 4, are speculative and neither Agency not Station shall be held liable for any consequential damages incurred. This consequential damage exclusion provision is an allocation of risk separate and apart from provisions specifying or limiting either Agency's or Station's remedies for breach.

9. **GENERAL**

Station will broadcast the announcements and programs covered by this contract on the dates and at the approximate hourly times provided on the

face hereof.

| materials and other p connection with broad | | The Station shall exercise normal precautions in handling of property and mail, but assumes no liability for loss or damage to program or commercial shed by the Agency in connection with broadcasts hereunder. The Station will not accept or process mail, correspondence, or telephone calls in tafter its prior approval. |
|---|-----|--|
| | (c) | Agency is acting as agent for a disclosed principal (i.e. the Advertises and I.e.) |

on all billings hereunder. However, Agency shall be primarily liable for the Advertiser's payment of sums due hereunder and Station shall look initially to Agency for the payment thereof unless and until Agency fails to timely remit payment or becomes insolvent. Advertiser shall be liable to Station and not to agency on all unpaid billings for services rendered by Station hereunder (excluding advertising agency commissions), but only to the extent that Advertiser has not theretofore made payment to the Agency thereon, and to the extent that Advertiser has theretofore made payment to the Agency thereon, (i) while knowing that Agency has entered into an agreement or arrangement purporting to assign or pledge to a third party monies which may be or become payable by Advertiser or Agency, or that Agency was in danger of becoming insolvent; or (ii) after receiving notice (together with a current statement of account) from Station that Agency is seriously delinquent under this or any other advertising agreement(s) between Station and Agency be failing to make payment on billings within 45 days after the end of the month in which service is provided thereunder. Nothing herein contained relating to the payment of billings by Agency shall be construed so apply to the media buying service. If this contract is made directly with Advertiser, references herein to Agency shall allowed.

(d) Agency shall not assign this contract except to another agency which succeeds to its business of representing Advertiser and provided such other agency assumes all its obligations hereunder. Advertiser may, upon notice to Station, change its agency and only the successor agency shall be entitled to commissions, if any, on the face hereof.

(e) This contract contains the entire understanding between the parties, cannot be changed or terminated orally, and shall be construed in accordance with the laws of the State of New York, and with the Communications Act of 1934, as amended, and with the rules and regulations of the FCC issued pursuant thereto. When there is be construed as a general relinquishment or waiver of that or any other provision. All notices hereunder (except for notices under Paragraph 4) shall be in writing, given only by prepaid telegram or mail, addressed to the other party at the address on the face hereof, and shall be deemed given on the date of dispatch.

[For additional information relating to political advertising, Agencies and Advertisers are encouraged to request a copy of the Station's current political advertising disclosure statement.]





WISN TV 759 N. 19th Street Milwaukee, WI 53233 Main: (414)342-8812 Billing: (781)433-4283

www.wisn.com

Billing Address:

Strategic Media - DC Attention: Accounts Payable 3299 K St NW Suite 200 Washington, DC 20007

11/04/12

--WTF--

Send Payment To: WISN TV

PO Box 26879 Lehigh Valley, PA 18002-6879

| Invoice # | Invoice Date | Invoice Month | Invoice Period |
|-----------|--------------|---------------|---------------------|
| 902207-1 | 11/11/12 | November 2012 | 10/29/12 - 11/06/12 |

| <u>Station</u> | Account Executive | Sales Office | Sales Region |
|----------------|-------------------|----------------|--------------|
| WISN | Will Hildebrandt | HRP -Washingto | National |

| Advertiser | <u>Product</u> | Estimate Number |
|--------------------------|----------------|-----------------|
| NRSC National Republican | NRSC | |

| Flight Dates | Order # | Alt Order # |
|---------------------|--------------|-------------|
| 10/31/12 - 11/06/12 | 902207 | 06112213 |
| Billing Calendar | Billing Type | Deal # |
| Broadcast | Cash | |

Special Handling

| IDB# | Advertiser Code | Product Code |
|---------|-----------------|--------------|
| 9912521 | | |
| | | |

| Agency Ref | Advertiser Ref | |
|------------|----------------|--|
| | | |

| e Start Date | e End Date | e Description | Start/End Time | MTWTFSS | Longth | Spots/
Week | Rate | Tuna | |
|--------------|------------------------|------------------------------|----------------|-------------------------|--------------|----------------|----------|------|-----------------------|
| | | , | | | Length | | | Туре | |
| 1 10/31/12 | 11/02/12 | News M-F 5a | 5-6A | WTF | :30 | 3 | \$250.00 | NM | |
| Weeks: | Start Date 10/29/12 | End Date MTWTFS 11/04/12WTF- | | <u>Rate</u>
\$250.00 | | | | | |
| Spots: # 0 | | <u> Air Time</u> <u>De</u> | scription | Start/End Time | Lengt | h Ad-ID | | | Rate Ty |
| 1 V | VISN W 1 | 0/31/12 5:44 AM Ne | ws M-F 5a | 5-6A | :3 | O NRSCWIOS | 12TVH | | \$250.00 |
| 2 V | VISN Th 1 | 1/01/12 5:42 AM Ne | ws M-F 5a | 5-6A | :3 | O NRSCWIOS | 12TVH | | \$250.00 |
| 3 V | VISN F 1 | 1/02/12 4:59 AM Ne | ws M-F 5a | 5-6A | :3 | 0 NRSCWIOS | 12тvн | | \$250.00 i |
| 2 11/05/12 | 11/06/12 | News M-F 5a | 5-6A | MT | :30 | 2 | \$250.00 | NM | |
| Weeks: | Start Date 11/05/12 | End Date MTWTFS 11/11/12 MT | | <u>Rate</u>
\$250.00 | | | | | |
| Spots: # C | | <u> Air Time</u> <u>De</u> | scription | Start/End Time | <u>Lengt</u> | <u>h</u> Ad-ID | | | <u>Rate</u> <u>Ty</u> |
| | | 1/05/12 5:09 AM Ne | ws M-F 5a | 5-6A | :3 | O NRSCWIOS | 12TVH | | \$250.00 N |
| 1 V | VISN Tu 1 | 1/06/12 5:13 AM Ne | ws M-F 5a | 5-6A | :3 | 0 NRSCWI05 | 12TVH | | \$250.00 |
| 3 10/31/12 | 11/02/12 | News M-F 6a | 6-7A | WTF | :30 | 3 | \$500.00 | NM | |
| Weeks: | Start Date
10/29/12 | End Date MTWTFS 11/04/12WTF- | | <u>Rate</u>
\$500.00 | | | | | |
| Spots: # C | h <u>Day A</u> | ir Date Air Time De: | scription | Start/End Time | <u>Lengt</u> | h <u>Ad-ID</u> | | | Rate Ty |
| 1 V | VISN W 1 | 0/31/12 6:59 AM Nev | vs M-F 6a | 6-7A | :3 | O NRSCWIOS | 12TVH | | \$500.00 1 |
| 3 V | VISN Th 1 | 1/01/12 6:59 AM Nev | vs M-F 6a | 6-7A | :3 | O NRSCWIOS | 12TVH | | \$500.00 1 |
| 2 W | VISN F 1 | 1/02/12 6:43 AM Nev | vs M-F 6a | 6-7A | :3 | 0 NRSCWI05 | 1.2TVH | | \$500.00 N |
| 4 11/05/12 | 11/06/12 | News M-F 6a | 6-7A | MT | :30 | 4 | \$500.00 | NM | |
| Weeks: | Start Date
11/05/12 | End Date MTWTFS 11/11/12 MT | | <u>Rate</u>
\$500.00 | | | | | |
| Spots: # C | h <u>Day A</u> | ir Date <u>Air Time</u> Des | cription | Start/End Time | Lengt | h Ad-ID | | | Rate Ty |
| 1 W | ISN M 1 | 1/05/12 5:59 AM Nev | vs M-F 6a | 6-7A | :3 | O NRSCWIOS | 12тvн | | \$500.00 N |
| 3 W | /ISN M 1 | 1/05/12 6:59 AM Nev | vs M-F 6a | 6-7A | :3 | O NRSCWIOS | 12TVH | | \$500.00 1 |
| 4 W | /ISN Tu 1 | 1/06/12 5:59 AM Nev | vs M-F 6a | 6-7A | :3 | 0 NRSCWI05 | 12т∨н | | \$500.00 |
| 2 W | /ISN Tu 1 | 1/06/12 6:41 AM Nev | vs M-F 6a | 6-7A | :3 | 0 NRSCWIOS | 12TVH | | \$500.00 N |
| 5 10/31/12 | 11/02/12 | Good Morning Ame | rica 7-9a | WTF | :30 | 3 | \$500.00 | NM | |
| Weeks: | Start Date | End Date MTWTFS: | Spots/Week | Rate | | | | | |

\$500.00



INVOICE

| Advertiser | Product | Estimate Number |
|--------------------------|---------|-----------------|
| | | |
| NRSC National Republican | NRSC | |
| • | | |

| Line Start Date End Date Description Start/End Time | MTWTFSS | • | ots/
eek Rate | Туре | |
|---|---------------------------------------|-----------|----------------------------|------|---|
| 5 10/31/12 11/02/12 Good Morning America 7-9a | WTF | :30 | 3 \$500.00 | NM C | |
| Spots: # Ch Day Air Date Air Time Description 2 WISN W 10/31/12 7:48 AM Good Morning America 3 WISN Th 11/01/12 7:43 AM Good Morning America | <u>Start/End Time</u>
7-9a
7-9a | :30 NR | SCWI0512TVH
SCWI0512TVH | | <u>Rate</u> <u>Type</u>
\$500.00 NM
\$500.00 NM |
| 1 WISN F 11/02/12 8:59 AM Good Morning America | 7-9a | :30 NR | SCWI0512TVH | | \$500.00 NM |
| 6 11/05/12 11/06/12 Good Morning America 7-9a | MT | :30 | 4 \$500.00 |) NM | |
| Weeks: Start Date End Date MTWTFSS Spots/Week 11/05/12 11/11/12 MT 4 | <u>Rate</u>
\$500.00 | • | | | |
| Spots: # Ch Day Air Date Air Time Description 3 WISN M 11/05/12 7:47 AM Good Morning America | Start/End Time
7-9a | | SCWI0512TVH | | <u>Rate</u> <u>Type</u>
\$500.00 NM |
| 1 WISN M 11/05/12 8:29 AM Good Morning America
4 WISN Tu 11/06/12 7:47 AM Good Morning America | 7-9a
7-9a | | SCWI0512TVH
SCWI0512TVH | | \$500.00 NM
\$500.00 NM |
| 2 WISN Tu 11/06/12 8:43 AM Good Morning America | 7-9a | | SCWI0512TVH | | \$500.00 NM
\$500.00 NM |
| 7 10/31/12 11/02/12 Good Morning America 7-9a | WTF | :30 | 3 \$300.00 |) NM | |
| Weeks: Start Date End Date MTWTFSS Spots/Week 10/29/12 11/04/12 wTF 3 | <u>Rate</u>
\$300.00 | | | | |
| Spots: # Ch Day Air Date Air Time Description | Start/End Time | Length Ac | <u>-ID</u> | | Rate Type |
| 1 WISN W 10/31/12 8:59 AM Good Morning America | 7-9a | | SCWI0512TVH | | \$300.00 NM |
| 3 WISN F 11/02/12 7:48 AM Good Morning America 2 WISN F 11/02/12 8:40 AM Good Morning America | 7-9a
7-9a | | SCWI0512TVH
SCWI0512TVH | | \$300.00 NM |
| 8 11/05/12 11/06/12 Good Morning America 7-9a | MT | :30 | 2 \$300.00 |) NM | \$300.00 NM |
| | | .50 | 2 4500.00 | | |
| Weeks: Start Date End Date MTWTFSS Spots/Week 11/05/12 11/11/12 MT 2 | <u>Rate</u>
\$300.00 | | | | |
| Spots: # Ch Day Air Date Air Time Description | Start/End Time | Length Ac | | | Rate Type |
| 2 WISN M 11/05/12 8:59 AM Good Morning America | 7-9a | | SCWI0512TVH | | \$300.00 NM |
| 1 WISN Tu 11/06/12 7:59 AM Good Morning America | 7-9a | | SCWI0512TVH | | \$300.00 NM |
| 9 10/31/12 11/02/12 The View 10-11am | WTF | :30
· | 3 \$300.00 |) NM | |
| Weeks: Start Date End Date MTWTFSS Spots/Week 10/29/12 11/04/12 wTF 3 | <u>Rate</u>
\$300.00 | | | | |
| Spots: # Ch Day Air Date Air Time Description | Start/End Time | Length Ad | | | Rate Type |
| 2 WISN W 10/31/12 10:55 AM The View | 10-11am | | SCWI0512TVH | | \$300.00 NM |
| 3 WISN Th 11/01/12 10:44 AM The View
1 WISN F 11/02/12 10:54 AM The View | 10-11am
10-11am | | SCWI0512TVH
SCWI0512TVH | | \$300.00 NM |
| | 10-11aiii | . AN OC. | 30/10/12/14 | | \$300.00 NM |
| 10 11/05/12 11/06/12 The View 10-11am | MT | :30 | 2 \$300.00 |) NM | |
| Weeks: Start Date End Date MTWTFSS Spots/Week 11/05/12 11/11/12 MT 2 | <u>Rate</u>
\$300.00 | | | | |
| Spots: # Ch Day Air Date Air Time Description | Start/End Time | Length Ad | | | Rate Type |
| 1 WISN M 11/05/12 10:31 AM The View | 10-11am | | SCWI0512TVH | | \$300.00 NM |
| 2 WISN M 11/05/12 10:52 AM The View | 10-11am | :30 NR | SCWI0512TVH | | \$300.00 NM |
| 11 10/31/12 11/02/12 THE CHEW 12P-1P | WTF | :30 | 3 \$200.00 | NM | |
| Weeks: Start Date End Date MTWTFSS Spots/Week 10/29/12 11/04/12 wTF 3 | <u>Rate</u>
\$200.00 | | | | |
| Spots: <u>#</u> Ch <u>Day Air Date</u> <u>Air Time</u> <u>Description</u>
2 WISN W 10/31/12 12:57 PM THE CHEW | Start/End Time
12P-1P | Length Ad | <u>-ID</u>
SCWI0512⊤∨H | | <u>Rate</u> <u>Type</u>
\$200.00 NM |



INVOICE

| Invoice # | Invoice Date | Invoice Month | Invoice Period | 902207-1 | 11/11/12 | November 2012 | 10/29/12 - 11/06/12

| Advertiser | Product | Estimate Number |
|--------------------------|---------|-----------------|
| NRSC National Republican | NRSC | |

| WISN
www.wisn.com | HIV | | | | | C- ot-/ | | | |
|----------------------|------------------------|----------------------------------|-----------------|----------------------------|--------------|-------------------------------|----------------|------|--------------------------|
| Line Start Date | End Date | Description | Start/End Time | MTWTFSS | Length | Spots/
Week | Rate | Туре | |
| 11 10/31/12 | 11/02/12 | THE CHEW | 12P-1P | WTF | :30 | 3 | \$200.00 | NM | |
| Spots: # C | h <u>Day Ai</u> | r Date <u>Air Time</u> Descri | otion | Start/End Time | Lengt | h Ad-ID | | • | Rate Type |
| 3 W | | /01/12 12:56 PM THE C | HEW | 12P-1P | | O NRSCWIOS | | | \$200.00 NM |
| 1 W | ISN F 11 | /02/12 12:00 PM THE C | HEW | 12P-1P | :3 | 0 NRSCWI05 | 12TVH | | \$200.00 NM |
| 12 11/05/12 | 11/05/12 | THE CHEW | 12P-1P | 1 | :30 | 1 | \$200.00 | NM | , |
| Weeks: | Start Date
11/05/12 | End Date MTWTFSS 11/11/12 1 | Spots/Week
1 | <u>Rate</u>
\$200.00 | | | | | |
| Spots: # C | h <u>Day Ai</u> | | otion | Start/End Time | Lengt | h Ad-ID | | | Rate Type |
| 1 W | ISN M 11 | /05/12 12:00 PM THE C | HEW | 12P-1P | :3 | 0 NRSCWI05 | 12TVH | | \$200.00 NM |
| 13 10/31/12 | 11/02/12 | 3-4p | 3-4p | WTF | :30 | 3 | \$500.00 | NM | |
| Weeks: | Start Date
10/29/12 | End Date MTWTFSS
11/04/12WTF | Spots/Week
3 | Rate
\$500.00 | | | | | |
| Spots: # C | h <u>Day Air</u> | r Date Air Time Descrip | <u>otion</u> | Start/End Time | <u>Lengt</u> | h Ad-ID | | | Rate Type |
| 1 W | ISN W 10 | /31/12 3:47 PM 3-4p | | 3-4p | :3 | O NRSCWIO5 | 12TVH | | \$500.00 NM |
| | | /01/12 2:58 PM 3-4p | | 3-4p | | 0 NRSCWIOS | | | \$500.00 NM |
| 2 W | ISN F 11. | /02/12 3:25 PM 3-4p | | 3-4p | :3 | 0 NRSCWI05 | 12TVH | | \$500.00 NM |
| 14 11/05/12 | 11/05/12 | 3-4p | 3-4p | 1 | :30 | 1 | \$500.00 | NM | |
| Weeks: | Start Date
11/05/12 | End Date MTWTFSS 11/11/12 1 | Spots/Week
1 | <u>Rate</u>
\$500.00 | | | | | ··· |
| Spots: # Cl | | | <u>-</u> ' | Start/End Time | Lengt | h Ad-ID | | | Rate Type |
| • — | | /05/12 3:18 PM 3-4p | | 3-4p | | 0 NRSCWI05 | 12TVH | | \$500.00 NM |
| 15 10/31/12 | 11/02/12 | DR. OZ | 4P-5P | WTF | :30 | 3 | \$550.00 | NM | |
| Weeks: | Start Date
10/29/12 | End Date MTWTFSS
11/04/12WTF | Spots/Week
3 | <u>Rate</u>
\$550.00 | | | | | |
| Spots: # Cl | | | - | Start/End Time | Lenat | h Ad-ID | | | Rate Type |
| , | | /31/12 4:21 PM DR. OZ | | 4P-5P | | 0 NRSCWIOS | 12TVH | | \$550.00 NM |
| 3 W | ISN Th 11 | /01/12 4:36 PM DR. OZ | <u>,</u> | 4P-5P | :3 | 0 NRSCWIOS | 12TVH | | \$550.00 NM |
| 2 W | ISN F 11/ | /02/12 4:39 PM DR. OZ | | 4P-5P | :3 | 0 NRSCWIOS | 12тvн | | \$550.00 NM |
| 16 11/05/12 | 11/05/12 | DR. OZ | 4P-5P | 1 | :30 | 1 | \$550.00 | NM | |
| Weeks: | Start Date
11/05/12 | End Date MTWTFSS 11/11/12 1 | Spots/Week | <u>Rate</u>
\$550.00 | | | | | <u></u> |
| Spots: # Ch | | = = | ı
ıtion | Start/End Time | Lenat | h Ad-ID | | | Rate Type |
| , – | | /05/12 4:37 PM DR. OZ | | 4P-5P | | 0 NRSCWI05 | 12TVH | | \$550.00 NM |
| 17 10/31/12 | 11/02/12 | News M-F 5p | 5-530pm | WTF | :30 | 3 | \$850.00 | NM | |
| Weeks: | Start Date
10/29/12 | End Date MTWTFSSWTF | Spots/Week
3 | <u>Rate</u>
\$850.00 | | | | | |
| Spots: # Ch | | | _ | Start/End Time | Lenati | h Ad-ID | | | Rate Type |
| | | /31/12 5:26 PM News N | | 5-530pm | | NRSCWI05 | 12 ⊤∨ н | | \$850.00 NM |
| 3 WI | ISN Th 11/ | 01/12 5:22 PM News N | • | 5-530pm | :3 | 0 NRSCWIOS | 12TVH | | \$850.00 NM |
| 2 WI | SN F 11/ | 02/12 5:12 PM News N | f-F 5p | 5-530pm | :3 | 0 NRSCWI05 | 12тvн | | \$850.00 NM |
| 18 11/05/12 | 11/05/12 | News M-F 5p | 5-530pm | 1 | :30 | 1 | \$850.00 | NM | |
| Weeks: | Start Date | End Date MTWTFSS | Spots/Week | Rate | | | | | |
| Spots: # Ch | 11/05/12
Day Air | 11/11/12 1 Date Air Time Descrip | 1
tion | \$850.00
Start/End Time | Longil | h Ad-ID | | | Data Tura |
| | | 05/12 5:27 PM News N | | 5-530pm | | <u>1 AQ-ID</u>
0 NRSCWI05. | 1 2T∨H | | Rate Type
\$850.00 NM |
| . **! | | J L J | Vp | о осории | .51 | | | | QUUU.UU INIVI |



INVOICE

 Invoice #
 Invoice Date
 Invoice Month
 Invoice Period

 902207-1
 11/11/12
 November 2012
 10/29/12 - 11/06/12

| Advertiser | Product | Estimate Number |
|--------------------------|---------|-----------------|
| NRSC National Republican | | |

| | . | | | Spots/ | | | |
|--|---|---------------------------|----------------------|------------------|------------|------|--|
| Line Start Date End Date Description | Start/End Time | MTWTFSS | Length | Week | Rate | Туре | |
| 18 11/05/12 11/05/12 News M-F 5p | 5-530pm | 1 | :30 | 1 | \$850.00 | NM | |
| 19 10/31/12 11/02/12 News M-F 6p | 6-630pm | WTF | :30 | 3 | \$1,000.00 | NM | |
| , <u> </u> | <u>FWTFSS</u> <u>Spots/Week</u>
-WTF 3 | <u>Rate</u>
\$1,000.00 | | | | | |
| | e Description | Start/End Time | <u>Length</u> | | | | Rate Type |
| | M News M-F 6p | 6-630pm | | NRSCWI0 | 512TVH | | \$1,000.00 NM |
| 2 WISN Th 11/01/12
Credited | News M-F 6p | 6-630pm | :00 | + | | | \$1,000:00 NM |
| 1 WISN F 11/02/12
See MG 41.2,41.3,41.4,4 | News M-F 6p
11.5,41.6 | 6-630pm | :00 | | | | \$1,000.00 NM |
| 20 11/05/12 11/05/12 News M-F 6p | 6-630pm | 1 | :30 | 1 | \$1,000.00 | NM | |
| | WTFSS Spots/Week | <u>Rate</u>
\$1,000.00 | | | | | |
| | e <u>Description</u>
M News M-F 6p | Start/End Time
6-630pm | <u>Length</u>
:30 | Ad-ID
NRSCWIO | 512T∨H | | <u>Rate</u> <u>Type</u>
\$1,000.00 NM |
| 21 10/31/12 11/02/12 Entertainmen | t Tonigh 630p-7pm | WTF | :30 | 3 | \$800.00 | NM | |
| | WTFSS Spots/Week | <u>Rate</u>
\$800.00 | | | | | |
| * | e Description | Start/End Time | Length | Ad-ID | | | Rate Type |
| | M Entertainment Tonigh | 630p-7pm | | NRSCWIO | 512TVH | | \$800.00 NM |
| 3 WISN Th 11/01/12 6:41 F | M Entertainment Tonigh | 630p-7pm | :30 | NRSCWIO | 512TVH | | \$800.00 NM |
| 2 WISN F 11/02/12 6:30 F | M Entertainment Tonigh | 630p-7pm | :30 | NRSCWI0 | 512TVH | | \$800.00 NM |
| 22 11/05/12 11/05/12 Entertainmen | t Tonigh 630p-7pm | 1 | :30 | 1 | \$800.00 | NM | |
| | WTFSS Spots/Week | <u>Rate</u>
\$800.00 | | | | | |
| Spots: # Ch Day Air Date Air Tim | e Description | Start/End Time | Length | Ad-ID | | | Rate Type |
| 1 WISN M 11/05/12 6:41 P | M Entertainment Tonigh | 630p-7pm | :30 | NRSCWIO | 512TVH | | \$800.00 NM |
| 23 10/31/12 11/02/12 Late News 10 | PM LTC 10-1030p | W-F | :30 | 2 | \$1,500.00 | NM | |
| | WTFSS Spots/Week W-F 2 | <u>Rate</u>
\$1,500.00 | | | | | |
| 1 | e Description | Start/End Time | Length | Δd-ID | | | Pate Tune |
| | M Late News 10PM LTC | 10-1030p | | NRSCWIO: | 512T∨H | | <u>Rate</u> <u>Type</u>
\$1,500.00 NM |
| | M Late News 10PM LTC | 10-1030p | | NRSCWIO | | | \$1,500.00 NM |
| 24 11/01/12 11/01/12 Late News 10 | 30PM LTC 1030p-11p | 1 | :30 | 1 | \$850.00 | NM | |
| | WTFSS Spots/Week
-1 1 | <u>Rate</u>
\$850.00 | | | | | |
| | <u>Description</u> | Start/End Time | <u>Length</u> | Ad-ID | | | Rate Type |
| 1 WISN Th 11/01/12 10:50 P | M Late News 1030PM LTC | 1030p-11p | :30 | NRSCWIO | 512TVH | | \$850.00 NM |
| 25 11/05/12 11/05/12 Late News 10 | 30PM LTC 1030p-11p | 1 | :30 | 1 | \$850.00 | NM | |
| | WTFSS Spots/Week | <u>Rate</u>
\$850.00 | | | | | |
| | <u>Description</u> | Start/End Time | <u>Length</u> | Ad-ID | | | Rate Type |
| ł | M Late News 1030PM LTC | 1030p-11p | | NRSCWIO | 512TVH | | \$850.00 NM |
| 26 11/05/12 11/05/12 DWTS | Prime Other | 1 | :30 | 1 | \$5,000.00 | NM | |



DULINVOICE

| Invoice # | Invoice Date | Invoice Month | Invoice Period | 10/29/12 - 11/06/12

Advertiser Product Estimate Number

NRSC National Republican NRSC

| Line Start Dat | e End Date | Descripti | on | Start/End Time | MTWTFSS | Length | Spots/
Week | Rate | Туре | |
|------------------------------------|---|---|--|---|---|---------------|------------------------------|---------------|------|---|
| Weeks:
Spots: # (| | 11/11/12
i <u>r Date Air</u> | MTWTFSS
1
Time Descrip
39 PM DWTS | Spots/Week
1
otion | <u>Rate</u>
\$5,000.00
<u>Start/End Time</u>
Prime Other | | 1 <u>Ad-ID</u>
) NRSCWIOS | :12TVH | | <u>Rate</u> <u>Type</u>
\$5,000.00 NM |
| 27 11/05/12 | 11/05/12 | CASTLE | | Mon 9-10p | 1 | :30 | 1 | \$3,500.00 | NM | |
| | VISN Su 11 | 11/11/12
r Date Air
1/04/12 6:
27.1 11/05
1/05/12 | MTWTFSS 1 Time Descrip 20 PM America CASTL | a's Funnies Home Vi | <u>Rate</u>
\$3,500.00
<u>Start/End Time</u>
deos Sun 6-7p
<i>Mon 9-10p</i> | | 1 <u>Ad-ID</u>
) NRSCWIOS | :12TVH | | Rate Type
\$3,500.00 NM
\$3,500.00 NM |
| 28 10/31/12 | 10/31/12 | REVENG | E | Wed 9-10p | 1 | :30 | 1 | \$2,800.00 | NM | |
| Weeks:
Spots: # 0
1 V | VISN W 10 | 11/04/12
r Date <u>Air</u> | MTWTFSS
1
Time Descrip
REVEN
1.4,41.5,41.6 | | Rate
\$2,800.00
<u>Start/End Time</u>
Wed 9-10p | Length
:00 | <u>1</u> <u>Ad-ID</u>
) | | | <u>Rate</u> <u>Type</u>
\$2,800.00 NM |
| 29 11/03/12 | 11/03/12 | Sat GMA | | 6-7a | 1- | :30 | 1 | \$500.00 | NM | |
| Weeks:
Spots: <u>#</u> 0
1 V | <u>Start Date</u>
10/29/12
Ch <u>Day Ai</u>
VISN Sa 11 | 11/04/12
r <u>Date</u> <u>Air</u> | MTWTFSS
1-
Time Descrip
54 AM Sat GM | | <u>Rate</u>
\$500.00
<u>Start/End Time</u>
6-7a | | <u>Ad-ID</u>
) NRSCWI05 | 12 T∨H | | <u>Rate</u> <u>Type</u>
\$500.00 NM |
| 30 11/03/12 | 11/03/12 | News Sat | 7-9a | 7-9am | 1- | :30 | 1 | \$350.00 | NM | |
| | VISN Sa 11 | /03/12 8:4 | MTWTFSS1- Time Descrip 41 AM News S | at 7-9a | Rate
\$350.00
Start/End Time
7-9am | :30 | ı <u>Ad-ID</u>
) NRSCWIOS | | | <u>Rate</u> <u>Type</u>
\$350.00 NM |
| 31 11/03/12 | 11/03/12 | | ATTHEWS 5-5 | *************************************** | 1- | :30 | 1 | \$500.00 | NM | <u>, .</u> |
| 1 W | /ISN <i>Sa 11.</i>
See <i>MG</i>
/ISN Su 11. | 11/04/12
Date Air
/03/12
31.2 | MTWTFSS1- Time Descript CHRIS 59 AM Chris M | MATTHEWS 5-530 | Rate
\$500.00
<u>Start/End Time</u>
5a-530p
1030-11a | :00 | | 12TVH | | Rate Type
\$500.00 NM
\$500.00 NM |
| 32 11/03/12 | 11/03/12 | News Sa | 6р-7р | 6-7PM | 1- | :30 | 1 | \$550.00 | NM | |
| | /ISN Sa 11.
See MG
/ISN Su 11. | /03/12
32.2 | MTWTFSS
1-
Time Descript
News S | а 6p-7p | Rate
\$550.00
<u>Start/End Time</u>
6-7PM
7-9am | :00 | Ad-ID
)
NRSCWIOS | 12тvн | | Rate Type
\$550.00 NM
\$550.00 NM |
| 33 11/04/12 | 11/04/12 | Sun GMA | | 6-7a | 1 | :30 | 1 | \$400.00 | NM | |



Invoice #

Invoice Date Invoice Month Invoice Period 902207-1 11/11/12 November 2012 10/29/12 - 11/06/12

| Advertiser | Product | Estimate Number |
|-----------------------------|---------|-------------------|
| <u>- 12 (0 1 11 0 0)</u> | | LOGITION TRUTTOCT |
| NRSC National Republican | MDSC | |
| 141/00 Hational Nepublicasi | MICOC | |

| www.wisn.com Line Start Date | e End Date | Description | Start/End Time | MTWTFSS | Length | Spots/
Week | Rate | Туре | |
|------------------------------|--|---|--------------------------|--|--------------|------------------------------|------------|--------|--|
| 33 11/04/12 | 11/04/12 | Sun GMA | 6-7a | 1 | :30 | 1 | \$400.00 | NM | |
| Weeks: | Start Date
10/29/12 | End Date MTWTFSS 11/04/121 | | <u>Rate</u>
\$400.00 | | | | | |
| Spots: <u>#</u> 0
1 V | Ch <u>Day Ai</u>
VISN Su 11 | | | Start/End Time
6-7a | | <u>h Ad-ID</u>
0 NRSCWIO | 512TVH | | <u>Rate</u> <u>Type</u>
\$400.00 NM |
| 34 11/04/12 | 11/04/12 | News Sun 7-9a | 7-9am | 1 | :30 | 1 | \$300.00 | NM | |
| Weeks: | Start Date 10/29/12 | End Date MTWTFSS 11/04/121 | | <u>Rate</u>
\$300.00 | | | | | |
| Spots: <u>#</u> 0
1 V | | | | Start/End Time
7-9am | | h <u>Ad-ID</u>
O NRSCWIO | 512TVH | | <u>Rate</u> <u>Type</u>
\$300.00 NM |
| 35 11/04/12 | 11/04/12 | Sun 9-930A | 9-930A | 1 | :30 | 1 | \$300.00 | NM | |
| Weeks: | Start Date
10/29/12 | End Date MTWTFSS 11/04/121 | Spots/Week
1 | <u>Rate</u>
\$300.00 | | | | | |
| Spots: <u>#</u> C
1 W | h <u>Day Air</u>
VISN Su 11. | | | Start/End Time
9-930A | | h <u>Ad-ID</u>
O NRSCWIO | 512TVH | | <u>Rate</u> <u>Type</u>
\$300.00 NM |
| 36 11/04/12 | 11/04/12 | This Week With Geo | rg 930-1030am | 1 | :30 | 1 | \$850.00 | NM | |
| Weeks: Spots: # C | Start Date
10/29/12
Ch <u>Day Air</u>
VISN Su 11/ | 11/04/121 <u>Date Air Time Desc</u> | 1 | <u>Rate</u>
\$850.00
<u>Start/End Time</u>
930-1030am | | h <u>Ad-ID</u>
D NRSCWIO | 512TVH | | <u>Rate</u> <u>Type</u>
\$850.00 NM |
| 37 11/03/12 | 11/03/12 | College Football Gan | | 1- | :30 | 1 | \$1,000.00 | NM | \$050.00 NW |
| Weeks: | Start Date
10/29/12 | End Date MTWTFSS 11/04/121- | Spots/Week
1 | Rate
\$1,000.00 | | | | | |
| Spots: <u>#</u> C
1 W | | <u>Date</u> <u>Air Time</u> <u>Desc</u>
/03/12 6:32 PM Colle | • | Start/End Time
230p-6p | | h <u>Ad-ID</u>
O NRSCWIO | 512TVH | | <u>Rate</u> <u>Type</u>
\$1,000.00 NM |
| 38 11/04/12 | 11/04/12 | News Sun 530pm | 530-6p | 1 | :30 | 1 | \$500.00 | NM | |
| Weeks: | Start Date
10/29/12 | End Date MTWTFSS 11/04/121 | Spots/Week
1 | <u>Rate</u>
\$500.00 | | | | | |
| Spots: <u>#</u> C
1 W | h <u>Day Air</u>
/ISN Su 11/ | | | Start/End Time
530-6p | | h <u>Ad-ID</u>
) NRSCWIO | 512TVH | | <u>Rate</u> <u>Type</u>
\$500.00 NM |
| 39 11/04/12 | 11/04/12 | ELECTION SPECIAL | . Sun 6-7p | 1 | :30 | 1 | \$1,200.00 | NM | |
| Weeks: | Start Date
10/29/12 | End Date MTWTFSS 11/04/121 | Spots/Week
1 | <u>Rate</u>
\$1,200.00 | | | | | |
| Spots: <u>#</u> C
1 W | ISN Su 11/ | | CTION SPECIAL | Start/End Time
Sun 6-7p | Lengtl
:0 | <u>n Ad-ID</u>
0 | | | Rate Type
\$1,200.00 NM |
| 40 11/04/12 | 11/04/12 | Late News 10pm LTC | 10p-1030p | 1 | :30 | 1 | \$1,500.00 | NM | |
| Weeks: | Start Date
10/29/12 | End Date | <u>Spots/Week</u>
1 | <u>Rate</u>
\$1,500.00 | | | | - 0000 | |
| Spots: <u>#</u> C
1 W | h <u>Day Air</u>
/ISN Su 11/ | | ription
News 10pm LTC | Start/End Time
10p-1030p | | 1 <u>Ad-ID</u>
) NRSCWIO! | 512TVH | | <u>Rate Type</u>
\$1,500.00 NM |
| 41 11/04/12 | 11/04/12 | Late News SU 1030P | M 1030p-11p | 1 | :30 | 1 | \$850.00 | NM | |
| Weeks: | Start Date | End Date MTWTFSS | Spots/Week | <u>Rate</u> | | | | | |



INVOICE

 Invoice #
 Invoice Date
 Invoice Month
 Invoice Period

 902207-1
 11/11/12
 November 2012
 10/29/12 - 11/06/12

| Advertiser | Product | Estimate Number |
|-------------------------------|---------|-----------------|
| NDCC Notice of Democratice or | MBOO | |
| NRSC National Republican | NRSC | |

| ine Start Date | End Date | Description | Start/End Time | MTWTFSS | Length | Spots/
Week | Rate | Type | |
|----------------|-------------------------|--|--------------------|---------------------------|--------------|----------------|------------|---|-----------------|
| 41 11/04/12 | 11/04/12 | Late News SU 1030PM | 1030p-11p | 1 | :30 | 1 | \$850.00 | NM | |
| | 10/29/12 | 11/04/121 | 1 | \$850.00 | | | | | |
| Spots: # C | h <u>Day Air</u> | Date Air Time Descrip | tion_ | Start/End Time | Lengt | h Ad-ID | | | Rate Ty |
| 3 W | ISN F 11/6
MG for 19 | 02/12 9:55 AM LIVE W
9.1,39.1,28.1,41.1 | ITH KELLY & MICHA | AEL 9-10am | :3 | 0 NRSCWI05 | 12TVH | | \$1,000.00 N |
| 4 W | | 02/12 11:31 AM ANDER
9.1,39.1,28.1,41.1 | SON COOPER | M-F 11A-12P | :3 | 0 NRSCWIOS | 12TVH | | \$500.00 N |
| 2 W | | 02/12 | ws 1030PM | 1030p-11p | :3 | 0 NRSCWI05 | 12TVH | | \$2,000.00 N |
| 5 W | ISN Sa 11/0 | | at 7-9a | 7-9am | :3 | 0 NRSCWI05 | 12TVH | | \$750.00 N |
| 6 W | ISN Sa 11/0 | 03/12 10:55 PM Late Ne
9.1,39.1,28.1,41.1 | ws Sa 10pm | 10-1035p | :3 | O NRSCWIOS | 12т∨н | | \$1,600.00 N |
| 1 W | ISN Su 11/0 | | ws SU 1030PM | 1030p-11p | :0 | 0 | | | \$850.00 N |
| 42 11/03/12 | 11/03/12 | Sa 458-6a | 456-6AM | \$- | :30 | 1 | \$700.00 | NM | |
| Weeks: | Start Date
10/29/12 | End Date MTWTFSS 11/04/12S- | Spots/Week
1 | <u>Rate</u>
\$700.00 | | | | | |
| Spots: # Ch | n <u>Day</u> Air I | Date <u>Air Time</u> Descript | <u>ion</u> | Start/End Time | Lengt | h Ad-ID | | | Rate Ty |
| 1 WI | SN Sa 11/0 | 03/12 5:39 AM Sa 458- | 6a | 456-6AM | :3 | 0 NRSCWI05 | 12T∨H | | \$700.00 N |
| 43 11/03/12 | 11/03/12 | ABC Prime College Foo | b7-1030p | \$ - | :30 | 1 | \$2,500.00 | NM | |
| Weeks: | Start Date
10/29/12 | End Date MTWTFSS 11/04/125- | Spots/Week
1 | <u>Rate</u>
\$2,500.00 | | | | | |
| Spots: # Ch | ı <u>Day Air I</u> | | | Start/End Time | <u>Lengt</u> | h Ad-ID | | | <u>Rate Typ</u> |
| 1 WI | SN Sa 11/0 | 3/12 9:09 PM ABC Pri | me College Footbal | 7-1030p | :3 | 0 NRSCWI05 | 12TVH | | \$2,500.00 N |
| 44 11/04/12 | 11/04/12 | Su 458-6a | 458-6AM | \$ | :30 | 1 | \$700.00 | NM | |
| Weeks: | | End Date MTWTFSS 11/04/12S | Spots/Week
1 | <u>Rate</u>
\$700.00 | | | | | |
| Spots: # Ch | | | <u>ion</u> | Start/End Time | Lengt | h Ad-ID | | | Rate Typ |
| 1 WI | SN Su 11/0 | 4/12 5:55 AM Su 458- | Sa | 458-6AM | :3 | 0 NRSCWI05 | 12TVH | , | \$700.00 N |
| | | | | Total Spots | 7 | '6 | | | |
| | | | | | | | Cross Tata | • | |

Payment Terms 30 Days

 Gross Total
 \$54,550.00

 Agency Commission
 \$8,182.50

 Net Amount Due
 \$46,367.50